TRACTOR

Vol. 1. No. 59. (ogyright 1625 by Automotive Daily News Publishing Corporation NEW YORK, WEDNESDAY, NOVEMBER 18, 1925 Application for entry as second class matter 10 Cents, \$12 Per Year

HUNDREDS FLOCK TO BIG BUS SHOW

Auto Financing Convention Topic WIDE VARIETY OF Is

N. A. D. A. SPEAKER GIVES VIEWS OF **HIS ORGANIZATION**

Annual Meeting of N. A. F. C. Under Way in Chicago

HICAGO, Nov. 17 .- The annual convention of the National Association of Finance Companies opened at he Hotel Sherman here Monday, with a session in which C. E. Gambill, head of the National Automobile Dealers' Association, pointed out practices in present time payment business that should be cor-

Speaking to the assembled con-

speaking to the assembled convention, Mr. Gambill said:—
"Automobile financing stands tolay at the cross roads. Upon its
decision rests not alone the future of finance companies, but the
future of the motor car industry
itself. An important question precase i. An important question pre-ents itself as we prepare to go nto the year 1926. That question s, 'Shall automobile time payment be the hand maiden of legitimate redits, or shall it become credit herversion to make an extra diviend holiday

Mr. Gambill then said that the cople of this country have acpeople of this country have accepted as a commonplace that automobile ownership being a direct operating item in the daily life of mankind, can rightfully be paid for out of current income. He also spoke of the plan adopted by the Finance Association, when it was decided that dauped by the Finance Associa-tion, when it was decided that the safe limit of time payment financing was one-third down and a deferred balance complete-ly payable within twelve months for new passenger car business.

"There may be periods in the domestic situation when because of general prosperity, modifications of this policy may be made, but we do not believe that the time has yet come to substitute a more lib-eral policy for the one already declared."

declared."

Speaking of the increase in production facilities, Mr. Gambill said that "automobile manufacturing plants have been built up to a capacity of around 6,000,000 units a year. There is a tremendous temptation to automobile manufacturers to keep plants operating at full capacity, because the nearer this can be done, the more certain is the manufacturer's control over is the manufacturer's control over

is the manufacturer's control over his productive cost and the certainty of his profits."

Time payments have enabled manufacturers and dealers to flatten out some of the peaks of automobile sales, he said, but it is extremely doubtful if any method ever can be devised by which an equal volume of sales can be made in all months or within quarterly periods. Delivery movements based

G. M. Truck Company Moves Headquarters

Detroit, Nov. 17.—Headquarters of the sales department of the General Motors Truck Company, headed by C. H. Engelmann, general sales manager, have been moved from Pontlac, Mich. to Detroit. All of the sales activities will henceforward center here, with the exception of the service department, which remains at the Pontiac plant.

N. S. P. A. SESSION OPENS IN CHICAGO

Convention Draws 500 Delegates and Members

Chicago, Nov. 17 .- The first sion of the National Standard Parts Association opened here at the Hotel Sherman yesterday, attended by about 500 members, delegates and alternates of the organization.

fresident W. T. Haugh was the first speaker. In his address of welcome to the convention he discussed the progress made by the association during the past year cussed the progress made by the association during the past year and voiced the hope that the coming year would be bigger and better than any in the history of the N. S. P. A. He then called upon various representatives of prominent replacement parts manufacturers who acted as a "get-acquainted" committee for the convention. vention.

The meeting was characterized by The meeting was characterized by great enthusiasm on the part of attending vistors and exhibitors. Several firms stated that they had done more business during the first session of the show than they had done in the past two weeks, and one manufacturer declared that he had taken more orders in one day at the show than during any period

at the show than during any period during the last year.

L. H. Bennett, field secretary of the N. S. P. A., read a report on merchandising of replacement parts in Canada, and it was proposed that a fuller report be prepared, that the methods outlined therein be used in merchandising replacement parts in the United States.

Another important angle of yesterday's session was the declaration of S. Stern that the organization had forged ahead so fast htat it neded a leader who could devote all his time and energy to the affairs of the association.

DURANT MOTORS LOCATES NEW ZONE OFFICE IN FLA

New York, Nov. 17.—Colin Campbell, vice-president of Durant Motors, \$nc., announces the es-tablishment of a new zone office at Jacksonville, Fla., to supervise the wholesale business in Star and Durant cars and parts in Florida and southeastern Georgia.

AUTOMOBILE SALON. Below is shown a general view of the A annual Automobile Salon which opened Sunday night in the Commodore Hotel, New York city. Many beautiful and luxurious



Eastern Men Take Control of Buses

Alliance, O., Nov. 17.—Eastern interests today formally assumed control of the Stark Electric Railcontrol of the Stark Electric Railroad here with the payment of
the last installment on the controlling block of stock. The concern operates Alliance's all-bus
transportation system. New officers of the concern are: President, N. T. Glidden, New York;
vice-president, Howard Morris,
New York; secretary-treasurer,
E. W. Sweezy. W. E. Davis of
Alliance is general manager.

BUS AND R. R. LINES SET FOR STRUGGLE

Congress to Hear About Interstate Traffic Difficulties

Special from A. D. N. Washington Bureau Washington, Nov. 17.—The struggle between the railroads and motor bus companies doing interstate business will center in Washington at the opening of Congress next month, Automo-tive Daily News learned today.

Operators from several states will make their headquarters in this city to keep watch on legislation affecting interstate bus lines. Major W. E. R. Covell, assistant engineer commissioner of the Public Hillites Commission of Weshlic Utilties Commission of Washlic Utilities Commission of Washington, which is being swamped with applications for interstate bus permits to enter the nation's capital, has been advised by Senator W. B. McKinley of Illinois that thirty bus operators from his state will hold a conference here. No. will hold a conference here No-

N. P. M. CONVENES IN LOUISVILLE

Equipment Show One Of Chief Features Of Convention

Louisville, Ky., Nov. 17 .- Oil Louisville, Ky., Nov. 17.—Oil men and representatives from the kindred industries are pouring into Louisville by the hundreds for the annual convention of the National Petroleum Marketers' Association, which opens today. All of the rooms in the new Hotel Brown have been reserved during the length of the convention, while the Seelback, the Watterson, and other hotels

convention, while the Seelback, the Watterson, and other hotels are expecting capacity crowds.

The convention will continue through till Thursday. The meetings will be held at the Louisville Armory, which is to be the head-quarters of the National Petroleum Marketra, Association, Also at Marketers Association. Also at the armory will be held the ex-hibits of the equipment companies

and refiners.

The equipment show has become one of the big features of the convention, and all of the larger companies have delegated their purchasing agents, superintendents of transportation, service station directors and others interested in the equipment side of the industry to

attend.

About seventy-four displays by sixty-four of the leading equipment companies will be shown. Among those who will exhibit are Milwaukee Tank Works, Guarantee Liquid Measure Company, the Total Tank and Pump Company, the St. Louis Can Company, Cincinnati Advertising Products, S. F. Bowser & Co., Inc.; the Wayne Tank and Pump Company, Visters & Gamble Company, Bassick ible Pump Company, Manufacturing Company, Bassick

TYPES SHOWN AT DETROIT EXHIBIT

Vast Strides in Bus Industry Clearly Revealed

Special from A. D. N. Detroit Bureau DETROIT, Nov. 17.—The vast strides made in motor bus construction as a means of easy transportation as well as a convenience to the public were revealed most auspiciously in Grindly Hall

last night.

It was the formal opening of the National Motor Bus Show, the first time that a complete display of motor buses has been made in the United States. The show will continue until Saturday night.

inue until Saturday night.

The public's interest in motor buses was shown to a liberal degree. The inclement weather failed to deter hundreds from visiting the vast hall and closely inspecting the various exhibits. And they were not overlooked by the army of factory representatives who showed every courtest.

A distinctive feature of this in-A distinctive feature of this in-itial bus show was that every ex-hibit was in place when the gen-eral public was admitted last night. Vying in interest with the huge buses, which resembled Pullman cars in general comfort and con-venience are the accessory parts, especially motors, lamps and other appurtenances. appurtenances.

appurtenances.

While the general public was not admitted until last night the management acted as host in the afternoon to nearly 1,000 students from Cass Technical High School and other high schools of the city. The youngsters trailed through the spacious halls and crawled into buses and showed a deep interest.

the spacious halls and crawled into buses and showed a deep interest in the various designs.

Inauguration of the exhibition took place with the first strains of the Reo Motor Car Company's band, which was broadcast by Station WWJ. This band furnished the entire musical program for the opening night. Other bands will be present each night during the remainder of the show.

The initial showing last night

The initial showing last night was witnessed mainly by local residents. Out-of-town visitors are expected to be more prominent beginning today. Officials of the various downtown hotels report liberal reservations and record crowds are expected daily

The buses attracted a good deal of interest. This was especially true in the case of Chevrolet Mo-tor Car Company and its new buses. The Gotfredson Truck Cor-

(Continued on Page 2)

(Continued on page 2)

Wide Variety of Buses Shown at Detroit Show

(Continued from page 1) viewed by the general public in this section thus far.

double deck style of bus shown by the Yellow Coach Company won admiration from all who viewed it.

The Continental Motors Corporation has a large exhibit of its varlous types of bus motors. The Buda Company also is displaying its latest type of motor for buses

The Ford Motor Company is exhibiting one of its all metal air-planes, built by the Stout All Metal Airplane Company. It is a replica of the plane sold recently to the John Wanamaker Company in New York city

York city.

Prominent among the exhibits also is the original Miss America four, built by Garwood, for participation in the Harmsworth Gold Cup races here last September and which were deferred because of inability of the French entry to arrive. Garwood has removed the motor from the hull of this marine meeder and crowds congregated speeder and crowds congregated about it all evening.

Beginning today the first meet Beginning today the first meeting in connection with the motor bus show will be held. Officials have arranged a small convention hall adjacent to the general exposition. The first meeting scheduled is for education on motor bus operation and will be open to the general public.

Today's meeting will be in charge

Today's meeting will be in charge of Luther D. Thomas, president of the Fidelity Brust Company, as chairman. Addresses will be given by Col. Herbert W. Alden, vice-president of the Timken-Detroit Axle Company; C. E. Stone, general chairman of the committee in charge of the exposition, whose chairman of the committee in charge of the exposition, whose subject will be the history of the motor bus.

"Motor Coach Operation," by George D. Wilcox, automotive engi-

NATIONAL BUS SHOW Descriptions of exhibits at the National Bus Show in Detroit will be found on Page 10 of this issue.

neer of the D. S. R.; "Courtesy and Bus Operation," by H. H. Hardy, Lansing, secretary of the Michigan Highway Transportation Company, are other addresses scheduled. Capt. W. L. Gilbreath, manager of the Detroit Automobile Club, and David Beccroft, vice-president of

David Beecroft, vice-president of the Chilton Class Journal, Phila-delphia, will also speak. A round table discussion will fol-

low each address.

It is planned to have a similar meeting on Thursday. This meeting will be in charge of Col. Alden,

Among the out-of-town com panies represented at the bus show

**Pe:— Yellow Jack-It Mfg. Co., Chicago, represented by E. T. Groves, sales manager, and C. G. Seipp, president.
General Electric Co., Schenectady, N. T., represented by C. G. Seibert, engineering division, Detroit; G. Hall Roosevelt, sasistant manager, Detroit office; H. J. Morse, engineering department, Schenectady and L. W. Strugg, Schenectady, Yellow Cab Mfg. Co., Chicago, represented by R. E. Fields, assistant sales manager; J. J. St. Croix, body engineer, C. J. Bock, assistant chief engineer. Faggol Co., Kent, Ohio, represented by R. Hayes, assistant sales manager, and Raiph C. Haas, district representative for the Michigan territory.

Ork, Grean National Omnibus Co., New York, Grean National Omnibus Co., New Pork, Grean Matton.

sincer.

Ruggies Motor Truck Co., Saginaw, ich., represented by A. S. Sampierre, asstant sales manager, Studebaker Corporation of America, puth Bend, Ind., represented by C. H. fondries, general manager, bus division, ind Paul Castner, assistant manager, bus

Commerce Motor Truck Co., Ypsilanti, ich., represented by E. B. Dixon, man-fer bus sales, and C. L. Granger, general anager.

emann Magneto Co., New York, rep-ted by Fred Voelker, Detroit service

ager.

ssor Heater Co., Allegan, Mich., repsted by Arthur Edwards. Detroit.
romberg, Motor Devices Co., Chicago.,
esented by H. A. Hansen, Detroit

nanuer.

Chassis Lubricating Co., Rahway, N. J.,
eprosented by William Hollander, district
nanager of Western territory.
Christensen Airbrake Co., Cleveland, O.,
epresented by G. A. Garfield, vice-presient, and D. P. Sawyer, sales manager,
Black & Becker, Towson, Md., reprenanted by A. D. Black, president; W. C.
lien, sales supervisor; R. D. Black, and
christing manager, and H. B. Hagerodt,
strott manager.



Secretary General Committee of the National Motor Bus Show,

Funeral Services For Harry S. Houpt

New York, Nov. 17.—Private funeral services were held for Harry Sterling Houpt, 58, who died Thursday in his home in Pelham, N. Y. For twenty years he was one of the best known motor car dealers in the New York territory. dealers in the New York territory. In 1907, scarcely more than two years after he bought his first automobile, Mr. Houpt, at the head of his own sales company, was termed "a Napoleon in motor selling." Later he became distributor for the Lozier. For a time he was vice-president and general sales manager for the American Locomotive Company, builder of the Alco car. From its organization in 1915 until last year, when co car. From its organiza-n in 1915 until last year, when retired, he was president of the idson Motor Car Company of

Mr. Houpt is survived by his wife, Eleanor G. Houpt, and one brother, Edgar M. Houpt.

WETMUR MOTOR PLANT IN N. C. HAS BAD FIRE

Greenville, S. C., Nov. 17.-Fire of undetermined origin in the Wetmur Motor Company's plant at Hendersonville, N. C., was estimated tonight to have done damage of \$100,000.

N. T.D. A. Convention Opens With 500 in Attendance

ST. LOUIS, Mo., Nov. 17.—Approximately 500 automobile tire dealers from every section of the country are bile tire dealers from every section of the country are attending sessions of the annual convention of the National Tire Dealers' Association, which opened today at the Hotel First Demonstration of

entertainment are being handled by members of the Asso ciated Tire Dealers of St. Louis It will continue tomorrow and Thursday.

gates at 10 o'clock this morning and a combined meeting of the board of directors of the National Tire Dealers' Association and the Convention Committee of the Associated Tire Dealers of St. Louis an hour later, the convention was opened officially at 2 p. m. by George J. Burger, national presi-

Speakers at the opening ses sion included R. M. Hudson, chief sion included R. M. Hudson, chief of the division of simplified practice, Department of Commerce, Washington, who spoke on "Simplification and Standardization of Sizes and Types of Tires"; Orville Livingstone, secretary of the National Association of Credit Men, whose subject was "Time Payments," and Paul W. Brown, editor and publisher of the Executives' Magazine, who discussed "The 1920-1925 Business Revolution and the Wheels on Which It Runs."

The Rev. Ivan Lee Holt, pastor St. John's M. E. Church, deof St. John's M. E. Church, de-livered the invocation. Addresses of welcome were made by Mayor Victor Miller and A. P. Woehrle, president of the Associated Tire Dealers of St. Louis. Minutes of the 1924 convention were read and committees appointed at the busis meeting at 4 o'clock.

Owing to a last-minute chan of plans neither Harvey S. Fire-stone, president of the Firestone Rubber Company, nor F. A. Rubber Company, nor F. A. Seiberling, president of the Selberling Rubber Company, was able to fulfill his speaking engagement at the convention.

A tire and automobile accessory show is being held in connection with the convention. Exhibits are with the convention. Exhibits are being shown in the east lounge and small ballroom of the hotel. Tire and accessory firms representing virtually every section of the country have taken display space.

A. P. Woehrle, as president of the Associated Tire Dealers of St. Louis, was in charge of preparations for the convention.

Arrangements for the convention Germans to Sell **Autos on Credit**

cial to the Automotive Daily News Berlin, Nov. 8 (By mall).—Fac-tories representing about four-fifths of the German production have just made arrangements with the American Steel Engineering and Auto-

ican Steel Engineering and Automotive Products Company (Amstea) in Berlin to finance credit sales of German automobiles.

The American company will pay outright for the cars sold by the German companies, and will obtain payment from the purchaser on the payment from the purchaser on the basis of 25 per cent. spot cash and the balance in twelve monthly drafts. The credit risks are taken by the finance company.

The German companies involved in the transaction have had to accept a balanced production pro-

in the transaction have had to accept a balanced production program taking into consideration their various sales and manufacturing possibilities. They now are busy discussing with the Reichsbank and the German Department of Finances the question of loans and credits necessary to supply working capital. working capital.

MOTOR BUS OWNERS MEET IN DALLAS, TEX.

Dallas, Tex., Nov. 17.—Two hundred and fifty motor bus owners and operators from five Southern states are expected in Dallas, November 19, for the first convention of the recently organized Southern

of the recently organized Southern Bus Owners' Association, it is announced by Clarence T. English of Dallas, executive secretary.

The association, which now represents 33,000 miles of connecting motor bus lines, was organized to promote a higher code of ethics among the operators of motor buses and present a united front in matters of possible regulatory legislation.

STATE HIGHWAY GROUP TO BE GIVEN DINNER FRIDAY

Special from A. D. N. Detroit Bureau Detroit, Nov. 17.—An informal dinner in honor of officials of the American State Highway Association will be given at the Book-Cadillac Hotel, Friday evening, November 20, by the National Automobile Chamber of Commerce and the American Automobile Association. Chamber of Commerce and the American Automobile Association.

At the Annual Automobile Salon in New York City

To some of the visitors to the Salon at the Commodore in New York the general effect must have been a trifle overwhelming. Such magnificence makes the ordinary pocketbook develop an inferiority complex. At that there were cars present within the reach of reasonably modest means.

The little French Amilcar, a and wind shaving, is having its first American showing. Seventy-five miles per hour and forty miles to the gallon on the road are claim. I for this visitor. For the years, blood, with separating the young blood with sporting proclivities, this little, speedy dragon fly ought to be the car of his dream. One model is priced at \$1,500 delivered in New York.

Renault made its usual showing of handsome jobs, with bodies by Kellner and other famous French

American body builders made a remarkable showing of the finest class of coach work. Brewster, Brunn, Derham, De Causse, Dietrich, Fisher, Fleetwood, Holbrook, Judkins, Le Baron, Locke and Willoughby all exhibited hedies on Judkins, Le Baron, Locke and Willoughby all exhibited bodies on American chassis, which gave the famous builders of Europe something to think about.

Color was everywhere. In past rears sombre black was the principal garb of these magnificent Salon cars. This year they have blossomed out into every color of the spectrum. Lincoln has made a special effort along this line, and the result is truly delightful. Also there are new colors, or rather shades, such as ring-billed guil and purple chatterer, not to mention oriole orange and grass green tanager, which lend a pic-turesque touch to body nomenclature.

A Pierce-Arrow limousine is be-ing shown with a new feature, in the shape of a division for the rear seat, which permits it to be turned from a double seat into one holding three passengers very comfortably.

And the radiator ornaments, There were Minervas, Mercurys, speed typified in half a dozen winged females, grayhounds, winged horses, arrows and al-most everything that could be made to symbolize rapidity of motion. We offer free of charge a suggestion—let some ambitions. motion. We offer free of charge a suggestion—let some ambitious manufacturer try Red Grange. He ought to make a good symbol for a car threading its way through traffic.

NEW STEAM CAR WILL BE BUILT

Taxicab Given in Cleveland

LEVELAND, O., Nov. 17. -A_new steam automobile will be built in Cleveland. This was made known late yesterday when a crane lifted a taxicab out of a secondstory window of an east side laboratory and the inventor and newspaper men climbed in it for the first trip made by a Cleveland built steam car since the White Company stopped making steamers several years ago.

GRAHAM TRUCK SALES IN FLA. SET HIGH MARK

Detroit, Nov. 17 .- A solid train-Detroit, Nov. 17.—A solid trainload containing ninety-one Graham trucks reached Jacksonville, Fla., last week consigned to seven dealers and the trucks were immediately sold to retail purchasers. Graham Brothers' sales in Florida have greatly increased this year, total deliveries in September equaling business for the entire year business for the entire year

facture of motor buses in a few

days.

Several years ago the engine was invented by W. E. Baker, formerly of Erie, Pa. Baker is vice-president and chief engineer of the

company. The Steam Appliance Corpora-

The Steam Appliance Corpora-tion to be incorporated in Colum-bus intends to be building motor buses in quantity in a few weeks. This company's production of engines at the Brown plant amounts to about a carload weekly of its sixty-five horse power units. of its sixty-five horse power units.

The largest engine is now 300 horse power, but next year it will build them up to 1,000 horse

Papers were made out by the Baker interests for the incorporation of the Steam Appliances Corporation of America to build steam propelled vehicles.

At present the officials are negotiating with owners of three factories on the outskirts of the city and they intend to start manu-

Finance Companies Hold Annual Meet in Chicago

upon unsound time payments may be an impetus which seemingly will further flatten out these peaks, but in reality such deliveries themselves are filled with more danger than the seasonal slackness of sales themselves. It is the repossession danger which is feared by every dealer in the business today, said Mr. Gambill.

In concluding his speech, Mr. Gambill summarized the recommendations of the N. A. D. A. as

"1. That all finance companies adhere to the previously laid down rule of requiring one-third down payment and completion of the deal within twelve months on new

car financing,

"2. That commercial bankers revise their standards of commercial credits to allow greater

whose lines move more

e lines move more slowly.

Absolute elimination of all dealer indorsement of customer dealer indorsement or customer paper as a means of removing a legal contingent liability which is not understood by the commercial banker, and which shortens the ac-tual credit granted by banks to

'4. That where automobile dealer indorsement is required, despite our previous recommendation upon this point, the dealer be allowed to charge a sum sufficient to set up an adequate reserve to cover himself for the risk he is guaranteeing.

anteeing.
5. That finance companies and 5. That finance companies and bankers give greater attention to the matter of dealer accounting, requiring from dealers whose accounts they handle, monthly profit and loss statements, similar in form to the standard profit and loss form for dealers devised by the National Automobile Dealers Association.

In New and Used Car Marts

Demand Continues For Closed Cars; Roadsters Selling

winter blizzard last week didn't halt car deliveries or sales in Decatur's auto row and reports from half a dozen of the dealers indicated a steady continuance of fall business, Trucks shared week's trade. Dealers' ports, classified by cars, follow:-

Dodge

Guy C. Ferre-Business in the last ten days has swung to truck sales and deliveries, this class al-most overshadowing automobile business. Sedans and coupes are selling regularly but halted a trifle during the week

Ajax

Kilbourn, Inc.—A carload of the new Ajax model was received here during the week, and the local company which distributes for six surrounding counties is finding a favorable reception of the new car. The business and inquiries in the line are very satisfactory.

Hupmobile

Rewert and Ehler-Two of the new model Hupps, which have long been awaited by local auto dealers, arrived last week and one, on display in the sales window, has attracted wide attention. Both a six and an eight are shown.

Oldsmobile

Oldsmobile Company — Two off the floor last week, leaving only one model, a coach, in the salesroom. A carload of Oldsmobiles is on route to supply the immediate

Cadillac

Cadillac Company—The local dealership has made two recent deliveries of Cadillacs, and J. L. Tallman, dealer, is in Detroit this week, and expects to drive another car through later in the week.

ALBANY, N. Y.

Albany, N. Y., Nov. 17.—The public still is buying cars in Albany. Even the used car stocks are being diminished, and there is a real demand for both new and used cars. Closed models, of course, are more energy sought. course, are more eagerly sought.

Dealers here have had a good ar, and a better one is indicated the building operations. Sevyear, an floor space and erecting service additions, and several public gar-ages are nearing completion.

LONG BEACH, CAL.

Long Beach, Cal., Nov. 17.— Retail dealers of new cars of the higher priced makes reveal the fact that closed cars constitute 75 per cent. of the entire sales, in this territory, with the sixterritory, with the six-ler roadster holding second cylinder

The month of October was a particularly active month from all reports, with sales increased 25 to 40 per cent. over the month before and from 50 to 75 per cent. over the average for the same time last

"October was by far the most active month since 1923," said C. B. Bellows, dealer for the Dodge motor cars in Long Beach. "I look for a good record for November," he continued, "with a slight falling off in December, with a continued decrease until after March 1."

Chrysler

Chrysler

H. E. Heber, manager of the
Lloyd K. Hillman Company, dealer
for the Chysler motor cars here,
said, "I have just closed one of the
biggest months in my eight years
of experience selling cars and expect an even greater volume of
business for November."

Increased Sales Efforts Help to **Move Used Autos**

Kansas City, Nov. 17.—The used car market in Kansas City has responded well to increased sales effort in the last week, a survey among dealers shows.

Hudson-Essex

Al J. Munroe of the Archer-Munroe-Shearer Company, Hudson-Munroe-Shearer Company, Hudson-Essex dealer, declares the used car situation to be good for this period of the year. "Our sales in used cars have been firm all fall with an upward inclination at this time," Mr. Monroe said. "Prob-ably it takes a little more sales effort, but the results are worth the increased effort."

Nash-Ajax

George A. Wood, sales manager of Nash-Levy Motors, Nash-Ajax distributors, reports used car sales as good. "Used cars are moving as good. "Used cars are moving in a satisfactory manner for this time of the year. We are pushing their sale a little harder and getting results."

Buick

Simon-Wiles Motors, leading uick dealers here, report used ar sales as far above last year.
"Our stock is less than one-third what it was this time last year," an officer of the company said.
"This is better proof of conditions than anything we can say when it is pointed out that new car sales also are far above last year.'

Chrysler

M. C. Riordan, retail sales man-ager of the Missouri Valley Auto Company, Chrysler distributor, says used car sales are in a healthy condition. "Of course, we never are satisfied as long as we have one used car on hand, but, generally speaking, the situation is good."

Hupmobiles, Rickenbackers

Howard Motors report used car sales firm. "However, we are finding another use for our used car," George S. Diven, a salesman for the company, said. "We have more than twenty-five used cars loaned out to buyers of new cars until we can obtain new Hupmobiles and Rickenbackers to deliver to them." liver to them.

The better grade used cars have been moving better than the small, cheap cars, the survey shows.

TORONTO

Toronto, Nov. 17 (U. T. P. S.).

—Varying reports are given by
the Toronto companies dealing in used motor cars regarding the sales situation in this city. sates situation in this city. Several of the firms state that business in the sale of used cars is very good, in fact, brisk, while several other of the companies find that business has fallen off considerably.

W. B. Ainsworth of Hyslop Brothers, Ltd., distributors of Cad-illac and Oakland automobiles, states that the sales are brisk and that that firm has found sales go-

that that firm has found sales going along in quite satisfactory manner ever since September 1.

H. B. Moore, president of Moore & Hughes, distributors of Dodge cars, finds that the automobile sales business, both for new and used cars, has slowed down considerably of late, and attributes the slowing in the sales to the coming on of the early winter period when motor car activity is always affected by the adverse weather conditions.

fected by the adverse weather conditions.

The Chas, H. Pettit Company, Ltd., reports that for several weeks now the sales have weakened to a marked extent. This company states it is now only selling three or four cars per week, with closed cars having the chief call.

Chas. M. Ricketts, manager for the McLaughlin Motor Car Company, reports that his firm is able to sell all its used cars in practically automatic regularity, disposing of the entire stock of used cars every few weeks.

Iowa Takes Pride In Its License Plate Output

Cedar Rapids, Ia., Nov. 17.— In a few days issue will begin on the 1926 license plates for the state of Iowa. Back of that issue runs a story of a venturing out by a state in a new line and the successful accomplishment of

Employment in the state refor matory became so serious a prob-lem that some new industry was a necessity. By survey it was found that one of the very few which could be established, and which would in no manner interfere with existing industries within the state would be the manufacture of li

would be the manufacture of li-cense plates.

Sufficient talent was existing within the reformatory population to carry on the preliminary work and the construction of a special building to house the manufactur-ing plant. The John B. Wald building to house the manufacturing plant. The John R. Wald Company of Huntington, Pa., was engaged to design and install the special machinery, its experience in establishing similar penal institution plants having been considerable and its patented machinery considered the best for the purpose. Five months from the time construction was been on the build-

struction was begun on the building the plant was in full operation producing ten thousand pairs of plates each day. Almost automatic in action, the plant was able to produce these plates for 11.3 cents per pair and make a fair profit.

The state is so concerned about the legibility of its license plates that it is seeking to procure the best obtainable materials for the manufacture of the plates, in or-der that the one identification placed on a moving vehicle may be easily read.

BUDA ADDS MODELS
London, Nov. 17 (U. T. P. S.).—
Two additions to its range of sixcylinder bus engines are now being
marketed in Britain by the Buda

Distributor Doings

CENTRAL CHEVROLET WINS SALES TROPHY

Seattle, Wash., Nov. 17.—The Central Chevrolet, Inc., has won the victory and the silver trophy cup in the sales contest staged by the Chevrolet Motor Company, It defeated by a margin of 24 per cent, its rival team, the Fields Motor Car Company of Portland, Ore., in volume of retail sales for the month of October.

PIERCE-ARROW CARS

Toledo, O., Nov. 17.—The Crooks Motor Car Company has been in-corporated to take over the distri-bution of Pierce-Arrow motor cars, crucks and buses in northwestern Ohio. The owners of the com-pany are Charles Crooks, who has pany are Charles Crooks, who has been with the Pierce-Arrow agency in Toledo for the past two years, and J. J. Urschel of the Woodville Lime Products Company, promi-nent local manufacturer.

V SERVICE TO HANDLE DAVIS ACCOUNT

Chicago, Nov. 17.—The Chicago branch of the Davis Motor Car Company at 2534 South Michigan Ave. has been closed and the account will be handled in the future by the R. & V. Service Company, 2530 South Michigan Ave. R. & V. Service has been re-organized with James J. Powers as president. ont. Later the company plans take over the entire Chicago siness of the Davis, acting a stributor. For the present Davidealers here will have direct business of the distributor. For is dealers here factory connection

JORDAN-OHIO COMPANY ROLLS UP NEW RECORD

Cleveland, O., Nov. 17.—What is said to be a record for deliveries in the history of the Jordan-Ohio Company was made last month, when the company delivered 125 cars, it has just been announced by Otto C. Tyner, president of the organization.

Virgin Field for **Auto Sales Seen in Texas Development**

San Antonio, Tex., Nov. 17 .-Automobile sales in the Winter Garden District of Texas will set a new record this year from all present indications velopment in that section is bringing prosperity to every community.

bringing prosperity to every community.

Thomas W. Philibert, Studebaker dealer at Cotulla, was a San Antonio visitor last week and drove back in a Special Duplex Phaeton model Studebaker which he received from the Winerich Motor Sales Company. He is among the dealers who are reporting an increase in Winter Garden business.

The Winter Garden district is the scene of some of the largest farm developments in the world today. The Winter Garden Farms, Inc., is colonizing the historic Catarina ranch of 225,000 acres.

Charles F. C. Ladd, nationally known colonization agent, is managing the project and brought his first trainload of land buyers and homescekers into that section several days ago. These excursions are being run every two weeks.

eral days ago. These excursi are being run every two weeks. These excursions

The Winter Garden District is only a four-hour drive from San Antonio. And this is over newly constructed paved roads—thanks to the enterprising citizens of the various counties of South Texas as well as Federal aid. These good automobile roads are said to be doing more than any other one feature toward the developone feature toward the development of that great farming terri-

BIG EXPORT MONTH

San Antonio, Tex., Nov. 17 .- October was the greatest month in for automobile through Laredo, according to Bren-nan & Corrigan, Inc., custom house brokers. A total of 177 carloads of cars were shipped.

for Economical Transportation



-"completely equipped---ready for the road," Chevrolet standard equipment includes all the appointments needed for convenience, safety and comfort.

Think of this from the buyer's angle and you'll understand another reason why Chevrolet production is figured in millions of cars.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring \$525 Coupe \$675 \$425 Coach 695 Sedan 775 Roadster 525

ALL PRICES F. O. B. FLINT, MICHIGAN

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Automotive Baily News

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Today's Dealers

TIME was when men who sold automobiles referred to their work as "being in the automobile game." And that was precisely the way they treated their business. The result has been that there is now a totally new generation of dealers in the field with a far firmer foundation and a far juster appreciation of business values.

The automobile merchant today leans toward conservatism. Instead of playing a game he is conducting a business in an intensely competitive field and doing it along sound economic lines.

This fact is proved conclusively by the ballots sent in to the Automotive Daily News in the recent time payment poll. The questions submitted to the dealers regarded the amount of "down payment" demanded and the length of time allowed buyers to complete the purchase of cars bought on deferred payments. Of the somewhat over 1,000 ballots returned, 775 dealers favored one-third of the total price as the preliminary payment. In favor of one-half down, there was a total vote of 201, while 51 merchants believed that one-quarter was sufficient for the first payment.

As regards the time allowed for completing the tran action, twelve months was the overwhelming favorite, with 792 votes. One hundred and twenty dealers preferred eighteen months. Ten months drew the votes of sixty-six, and forty-nine felt that eight months was long enough to wind up the transaction.

This question of how much down and how long to pay, cannot be settled on national lines. Local conditions will always have much to do with the problem. But certainly our poll shows that dealers lean toward conservatism. There was no inclination to the construction of the conservation. to throw down the bars in favor of volume of time sales without the assurance of sound credit that alone can make for permanent prosperity in this class of merchandising.

We congratulate the dealer readers of the Automotive Daily News on having given the industry a convincing proof of the soundness of that branch of the industry which stands nearest to the court of last resort—the buyer.

There Is Hope

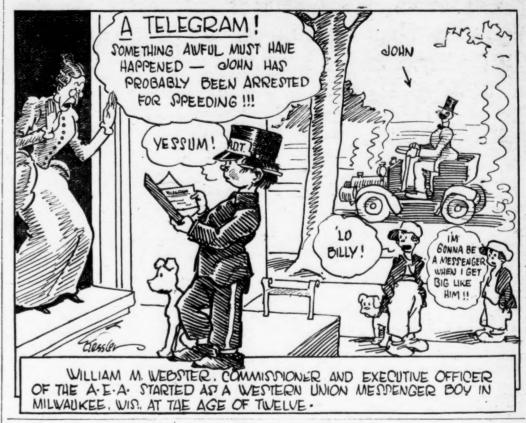
THAT there is still a definite possibility of obtaining complete elimination of the excise taxes on passenger motor vehicles is apparent from recent Washington news. While the Ways and Means Committee of the House suggested a reduction of this phase of the tax from 5 to 3 per cent., the Democrats on the committee are not averse to making political capital of the refusal of the Republican members to vote for complete elimination.

Repeal of the excise taxes is popular in rural Repeal of the excise taxes is popular in rural communities. The Democratic leaders will probably lead a fight on the floor of the House for complete elimination of the taxes, in spite of the recommendations of the Ways and Means Committee. The House is strongly Republican, but if the weight of public opinion appears to swing strongly enough behind the effort to eliminate the entire impost, it is not unlikely that Congress will do the whole job this year, instead of waiting for a further surplus at some future date.

When the fight is being waged on the floor the outer

When the fight is being waged on the floor the automotive industry should organize public opinion and make it articulate. So, and so only, will the legislators realize that the great voting majority is behind the demand for eliminathe great voting majority is behind the demand for elimina-tion of these unfair taxes on a particular class and industry, for the 'ob again, co. 1 1411 and the

By Kessler Our Own Automotive Family Album The Boyhood Days of Our Industry's Leaders



The Observer

In Cleveland the Automobile Club is doing a big job for the bet-

As most of those in the trade know, a committee of this club spent several months on a tour of different cities to see how the country as a whole was making vehicular movement more

Now Cleveland is putting some of this observation and experience into effect; and it is well worth while to study this city for the next two years to see what the results will be.

One improvement that is scheduled is synchronized traffic towers. That is supposed to be a step forward, and perhaps it will prove to be so if intelligently handled.

It is improving its street lighting system. Better lighting apparently works satisfactory results wherever

There the work of the illuminating engineer becomes important.

Another Cleveland improvement is that of better bridge facilities. That may help more than anything

Do away with the congestion and many other troubles will be much minimized.

But whatever the detail of the Cleveland projects, a significant phase of the situation is that the improvements are being taken at improvements are being taken at the instigation of the Automobile

Every one wants better traffic conditions, but only organization can get results.

Henry Jones, the average citizen, comes home from his job, and is annoyed at the traffic delays on the way home.

"Some one ought to do some-thing about it," he says to his

She agrees with him and pours him a second cup of coffee

After dinner they evening paper, go to the motion pictures, go to bed.

Again he returns home in the evening.

Traffic is still delayed.

But if he drives, if he belongs to a motor club, he becomes part of an organization which can do

If the man who sells him a belongs to a trade association, there is another body which can do something.

The motor groups must take the initiative in solving these public problems which come so close home to the automotive

Cleveland is a leader in this en- Ayres is checommittee.

ENGINEERS TO MEET IN DETROIT IN FEBRUARY

Detroit, Nov. 17.—Eighteen en-gineering organizations, six in the state and twelve in Detroit, will participate in the "Conference of Engineering

participate in the "Conference of the Engineering Profession," scheduled for Detroit, February 4 and 5, 1926. E. L. Brandt, secretary of the Detroit Engineering Society, has been appointed eccretary to the general committee, with G. D. Clinesmith, secretary Michigan En-gineering Society, as assistant sec-retary. L. E. Williams is treasurer and chairman of the Budget and Finance Committee, and I. E. Ayres is chairman of the program committee.

Coming Automotive Events

Salon. Hotel Commodore.

16-17—Chicago, III. National Association of Finance Companies, convention.

17—Buffalo, N. Y. Society of Automotive Engineers, meeting of Buffalo section, Statier Hotel.

16-18—Chicago, III. National Standard Parts Association Show, 17-19—St. Louis, Mo. Naturnal Tire Dealers' Association Convention.

19—Cleveland, O. Society of Automotive Engineers, meeting of Cleveland section.

20—Washinston, D. C. Society of Automotive Engineers, meeting of Washington begins of Cleveland section.

20—Chicago, III. Society of Automotive Engineers, meeting of Chicago section.

21—Detroit, Mich. Society of Motor Transportation Engineers, annual convention, 16-21—Detroit, Mich. First National Motor Bus Show.

24—San Francisco, Cal. Society of Automotive Engineers, meeting of Northern California section.

DECEMBER

nambucu, Brazil. Good Roads Conference, shington, D. C. Fifth Annual Meeting of Highway Research Board, seeds, Belgium. Annual Automobile Show, enos Aires, Argentina. Eighth annual Argentina Auto Show.

JANUARY

-Waterbury, Conn. Waterbury Automotive Dealers' Association, annual autoahow. Date not set.
-Columbus, Ohlo. Columbus Automobile Dealers' Association, Motor Hallshow. Date not set.
-Philadelphia, Pa., Philadelphia Automobile Show.
-Miwaukee, Wis. Eighteenth Annual Automobile Show.
-New York City. Second World Motor Congress for Fereign Automotive
Officials.

Milwankee, Wis, Eighteenth Annual Automobile Show.
New York City. Second World Motor Congress for Fereign Automotive Officials.
Chicago. American Road Builders' Association Annual Convention.
New York City. National Automobile Show.
New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
New Arch City. National Automobile Show.
New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
Newark, N. J. Nineteenth Annual Newark Automobile Show.
Cincinnati, Ohio. Automobile Show.
Milwankee, Wis. Automobile Show.
Milwankee, Wis. Automobile Show.
Milwankee, Wis. Automobile Show.
Milwankee, Wis. Automobile Show.
Madison Square Garden.
Los Angeles. Calif. American Petroleum Institute. sixth annual meeting.
Detroit. National Society Automotive Engineers.
Detroit. National Society Automotive Engineers.
Detroit. Michigan Independent Oil Men's Association.
Cleveland, Ohio. Automobile Show.
Hautimore, Md. Twenticht Annual Automobile Show.
Hrooklys, N. Y. Fifteenth annual automobile show.
American Road Builders' Association.
Detroit, Mich. Society of Automotive Engineers, annual meeting.
Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
Detroit, Mich. Michigan Automotile Show.
Detroit, Mich

FEBRUARY

Financial News of the Automotive Industry

RECORD INCREASE IN U. S. RUBBER'S **NET IS INDICATED**

FavorableDevelopments In Tire Industry Swell **Earnings**

NEW YORK, Nov. 17.— Important favorable developments in the rubber and allied industries have com-bined to make this one of the best years enjoyed by the well-managed rubber com-panies since the boom years of 1918 to 1920.

Among the factors which will materially increase earnings are the six advances since May 1 in tire prices, aggregating about 60 per cent, above those prevailing in 1924; the large demand for casings from automobile manufacturers and the good replacement orders received for this time of the year from motorists with closed machines.

Another development in favor of re manufacturers is the recom-

the manufacturers is the recommendation in the tax program being drafted by the House Ways and Means Committee for presentation at the next session of Congress whereby the tax of 2½ percent on tires will be lifted. This tax was originally 5 per cent, but was cut in half last year.

Among the companies which will show the greatest increase in earnings in 1925 is United States. Rubber Company, the largest in the industry. Since early last year its tire sales have shown constant increases and at the same time earnings from the footwear and mechanical goods departments have been satisfactory.

In quarters close to the management it is estimated that net for

In quarters close to the management it is estimated that net for common stock from operations, after all charges and preferred dividends will approximate \$13,-500,000, equivalent to \$16,50 a share on the \$10,000 common shares. At the same time, through its subsidiary, General Rubber Company, which operates the company's crude rubber plantations, there will be available for the parent company between \$5,000,000 and \$6,000,000. This will make total earnings of over \$19,000,000 for the common, or over \$23 a common share.

It is not considered likely, however, that profits from the plan-

ever, that profits from the plan

ever, that profits from the plantations will be included in the United States Rubber's balance sheet for this year.

Elimination of the 2½ per cent. tax on automobile three would mean a considerable saving next year to the big rubber company. Based on 1924 sales this item would approximate \$1,500,000. At present the tax is included in the sales price of the tire and paid direct to the of the tire and paid direct to government before the product

Hudson Per Share Net of \$16 Seen

New York, Nov. 17.—With but two weeks to go, the previous esti-mate of Dow, Jones & Co. of \$16 a share for 1.320,050 common shares of the Hudson Motor Car shares of the Hudson Motor Car Company for the fiscal year end-ing November 30, seems likely to prove correct. An estimate of \$3.50 a share for September, October and November, added to \$12.66 a share earned in the first nine months, gives a probable net of \$16.16 for the year. The company in the past

gives a probable net of \$16.16 for the year. The company in the past has made heavy deductions for reserves and the earnings figure may vary on this account.

Production for the year ending November 30 will probably be about 260,000 cars. This will compare with 128,715 cars for the preceding year, and 88,184 and 26,951 for the two years preceding that.

RANGE OF AUTOMOTIVE STOCKS

| | | | NEW YORK STOC | K EXCHA | NGE | ~_ | V (/- | |
|-------------------|------------------|---|--|---|-------------------------------|---------------------------------|---------------------------|--------------|
| -Pre | avious, 1 | 925 | , _ | | | | | Net |
| High | Low | Div. | | Sales | High | Low | Close | Chang |
| 20 | 13 | 3 | Advance Rumely | 1,200 | 18% | 2736 | 1714 | Chang |
| 6214 | 10 | 3 | Advance Rumely pf. | 3,800 | 11% | 10% | 10 % | |
| 16 | 71 14 | 6 | Aisa Rubber Ailia-Chaimers Am. Bosch Magneto. AmLa France Briggs Mfg. Co. Chandber Motor Chicago Yellow Cab. Chrysler Corp. pf. Continental Motors Dodge Bros. A. Dodge Bros. pf. | 1.800 | 9114 | 89 14 | 3914 | - 21 |
| 4 36 | 71 1/4 26 1/4 | · i · · | Am. Bosch Magneto. | 1,500 | 91 1/4 | 39 | 2014 | - 13 |
| | 11% | 1 | AmLa France | 10,200 | 17% | 16 15 | 16 1/4 | - i |
| 14 1/6 | 27 1/2 | 1.50 | Chardler Motor | 5 608 | 30 1/4 | 29 39 1/2 | 29 1/4 | - 1 |
| 55 | 44 % | 4 | Chicago Yellow Cab. | 100 | 50 | 50 | 5.0 | 2 |
| 12 | 108 14 | | Chrysler Corp | 28,500 | 209 | 200 | 202% | 10 |
| 11% | 100 % | .80 | Chrysler Corp. pf | 300 | 109 ¼ 12 ¼ 40 % | 11% | 199 | = ; |
| 48.% | 21% | . 80 | Dodge Bros A. | 26.900 | 40 % | 28 1/4 | 11% | 21 |
| 91 44 | 79.84 | 7 2 | Continental Motors Dodge Bros. A. Dodge Bros. pf. Eaton Axle & Spring Electric Stor. Batter: Fisher Body Fishe Rubber Fisk Rubber Ist pf. Gabriel Snubber A. Gardner Motor General Motors General Motors pf. Glidden Co. | 2,700 | 87 1/2 26 % 75 7/4 | 86 39 | 86 % | = 2 |
| 28 % | | 2 | Eaton Axle & Spring | 2,300 | 26 % | 26 | 26 | = 1 |
| 77 | 60% | 5 | Electric Stor, Batter; | y. 4,800 | 75 % 112 % | 74% | 74 1/2 | -151 |
| 28 % | | 7 | Fisk Rubber | 37,200 | 26 | 24% | | -15 + |
| 4 % | 75 1/2 28 7/4 | 7 | Fisk Rubber 1st pf. | 1,100 | 112 | | 25 112 | + 1 |
| 8% | 4 % | 2.50 | Gabriel Snubber A | 1.700 | 36.74 | 36 1/2 | 36 1/4 8 % 129 % | |
| 984 | 64% | i 6 | Coneral Motors | 84 400 | 134 1/2 | | 199% | - 81 - 43 |
| 4 1/4 | | 1 7 | General Motors of | 500 | | 113 | 11336 | |
| 6 46 | 12 1/2 | 4 | Glidden Co | 1,300 | 24 % | 24 % | 94 32 | |
| 4 % | 12 1/2 36 % | 4 | Goodrich | 500 1,500 8,400 | 69 % | 113 24% 67% | 67% | 27 |
| 4 % | 92 | 7 | Goodynar T & P | 200 | 102 | 102 | 102 | |
| 8 12 | 103 | 9 | Goodyear T. & R. pr | pt 500 | 108 1/2 | 108 | 108 1/2 | |
| 9 1/2 | | 3.50 | Hayes Wheel | 1.600 | 46 | 108 | 43 % | |
| 9 1/2 | 33 % | 3 | Hudson Motor Car. | . 60,200 | 111 | 101 | 101% | 8 |
| 1 | 14 % | 50 | Indian Motor Car | 10,200 | 26 22% | 25 22 | 25 | |
| 5 | 35 % | 50 | General Motors pf. Glidden Co. Goodrich Goodrich pf. Goodyear T. & R. pf. Goodyear T. & R. pr. Hudson Motor Car. Hupp Motor Car. Hupp Motor Car. Indian Motoeyele. Jordan Motor Car. Kelly-Springfield & Kelsy-Springfield & Motor Car. Mack Trucks Is pf. Maon Motors Mack Trucks Ist pf. Moon Motors Motor Wheel Corp. Mullins Body Murray Body Murray Body Nash Motors Packard Motor Car. Pakse-Detroit Motor Pierce-Arrow Pierce-Arrow pf. | 9.790 | 50 % | 4414 | 44% | _ 7 |
| 1.9% | 1234 | | Kelly-Springfield | 1,800 | 1714 | 16% | 16 % | - |
| 4 | 41. | | Kelly-Springfield 8s | pf 100 | 64 | 64 | 6.4 | 1 |
| 4 % | 87 | 6 | Keisey Wheel | 400 | 108 % | 214 | 105% | _ 3 |
| 9 | 11% | **** | Lee Rubber & Tire | 200 | 2 1/4 15 7/8 | 15 1/2 | 15 % | |
| 2 | 117 | 6 | Mack Trucks | 21,200 | 227 14 | 220 | 15 1/2 | 3 |
| 3. | 104 | 6 7 3 | Mack Trucks 1st pf. | 200 | 111 | 111 | 111 | - 2 |
| 4 76 | 22% | 2 60 | Motomatos A | 21,000 | 35 % 41 % 31 % 15 % | 4014 | 4014 | 1 |
| 5 | 40 | 3.60 | Motor Wheel Corp. | 1.700 | 31 76 | 3134 | 40 14 31 14 15 12 | www.edu |
| 1 1/2 | 13 | | Mullins Body | 100 | 15 % | 15 1/2 | 15 % | |
| 2 3/2 | 25 | 8.50 | Murray Body | 400 | 26 1/2 | 26 | 26 | 3 |
| 8 1/2 | 193 1/2 | 16 | Packard Motors | 18 200 | 445 | 433 39 % | 438 | - 3 |
| 1.0 | 15 | 1.40 | Palge-Detroit Motor | 10,400 | 41 % | 49.62 | 27 | agreement. |
| 17 34 | 10 % | | Pierce-Arrow | 26,800 1,900 | 35 % | 32% | 20 34 | 3 |
| 00 | 43 | | Pierce-Arrow pf | 1,900 | 90 | 88 % | 881/4 | 2 |
| 18 36 % | 15 1/4 | | Reynolds Spring | 1.100 | 11% | 28 | 28 | 1 |
| 1476 | 55 | 6 | Stewart-Warner Spee | d. 5,400 | 80% | 7716 | 77% | - 2 - 1 |
| 19 % | 62 | 6 | Stromberg Carbureto | r. 100 | 81 | 81 | × 1 | - 1 |
| 58 % 59 % | 41 1/4 | 6 | Studebaker Co | 39,100 4,700 | 58 76 | 56 16 | 56 14 | 2 |
| 97 14 | 33 1/4 | 4 | Timken Roller Bear. | 59,700 | 56 1/4 93 7/8 | 88% | 88 % | - 4 |
| 18 % | 9234 | 8 | U. S. Rubber 1st pf | 200 | 10914 | 108 | 108 | |
| 14 % | 5736 | - 4 | White Motors | 25,900 | 84 1/2 | 9.1 | 81 % | 5 |
| 4 76 | 918 | 7 | Palge-Detroit Motor Pierce-Arrow pf Reynolds Spring Spicer Mig. Co. Spes Strombers Carbureto Studebaker Co. Timken Roller Bear. U. S. Rubber. U. S. Rubber. U. S. Rubber 1st pf White Motors. Willys-Overland pt Willys-Overland pt | 38,400 1,400 6,000 | 84 ½ 28 % 118 ½ 29 % | 27 % 117 % | 81 % 27 % 117 % | 1 |
| 8 % | 7214 | | Willys-Overland pt . | 6 000 | 298 | 28 1/4 | 28 % | 1 |
| 10 | 90 | | Willys-Overland Willys-Overland pf Yellow C. & T. H Yellow C. & T. pf | 600 | 95 | 95 | 95 | 1 |
| | | | NEW YORK CU | TER MARK | | | | |
| 9 % | 19 1/2 | | Clampland Auto | 9 000 | 2714 | 26 | 26 | 1 |
| 8 % | 9 76 | | Durant Motors | 3.000 | 27 1/2 15 % 78 % | 15 % 77 9 % | 15 1/2 77 1/2 9 3/8 | = ' |
| 8 % | | 6 | Eleteric Auto-Lite | 1.500 | 78 % | 77 | 77 1/2 | - |
| 7% | 6 76 | 6 | Fageol Motor Co | 2,000 | | 9 % | 39% | _ 2 |
| 276 | 16 1/2 | 1.20 | Franklin Mfg | 400 | 39 % | 32 | 32 - | _ 1 _ 1 |
| 9 66 | 24 % | | Franklin Mfg. Goodyear Tire Intercon. Rubber Reo Motor Republic M. Trucks Rickenbacker Standard Motor | 3,900 | 4.5 | 4 4 5 / | 4414 | |
| 6 % | 6 | | Intercon, Rubber | 1,500 | 1614 | 15 % 25 1/2 10 % 7 7/4 | 16 25 14 10 % | nfo. |
| 4 3% | 1514 | 1.65 | Republic M | 16 500 | 26 | 103 | 103 | - |
| 0.84 | 4 3/2 7 % | | Rickenbacker | 9,100 | 10% | 7 76 | 8 | - |
| 5 % | 3 | | SERLINGTA MOLOL | 600 | 3 1/2 | 3 | 3 | |
| | | CHIC | AGO | Sales | - | H | gh Lo | w La |
| ales 400 | Ambure | Auto | High Low Last 514 50 4 50 4 | Sales 150 Feder 200 Moto 2575 Packs 550 Paige | ral Moto | r T. | 39 1/2 39 31 1/4 31 | 1/2 29 |
| 300 | Bendix | Corp. | 51 14 50 14 50 14 34 34 34 34 14 | 200 Moto | r Whee | I | 31 % 31 41 % 39 | % 39 % 39 |
| 370 | Cont. | Motors | . 12% 11% 12 | 550 Paige | | | 27 26 | 74 2 15 |
| 300 | Hupp | Motors . | . 26 25 25 | 1215 Reo | | | -0 -0 | 12 25 |
| 300 950 | Stown | Auto Corp. Motors Motors otors t-Warner | 26 25 25 26 25 14 25 14 80 14 77 14 77 14 3 30 28 14 28 14 | | CLE | VELAN | D | |
| 500 | Yel T | t-Warner | 20 92% 92% | | | | Bid | Ask |
| 200 | A A. | DETE | TIOIT | Firestone . | | | 120 | 130 |
| | c c | | . 11% 11% 11% | Firestone 6 | s pf | | 100 | 100 |
| 250 | C C. | Spring pi | 91/2 91/2 91/2 0 | Firestone 6 Firestone 7 Goodyear . | e pr | | 45 | 47 |
| 250 | C. Cr. | | | | | | 36 | 0.0 |
| 650 250 100 | Cont. | Motor | shows Monday's stock | Peerless | | | | 38 |

Current Commodity Prices

New York, Nov. 17 .- Further strength in the crude rubber mar ket, embracing all positions, has drawn attention to the possibility of another boom such as was experienced last summer. The London cables of Monday, revealing a deep cut into the stocks held, accounts to a large extent for the price firmness. Iron and steel jobbers report the trade is quiet, but with prices holding up. Gasoline is firmer, but no price increases have been announced STEEL PRODUCTS

| STEEL PRODUCTS | / |
|---|---|
| Semi-Finished-Gross Tons | November 1.07 1.08 |
| Billets, rerolling | December 1.06 1.07 |
| Billets, forging\$40.00a41.00 | January-March 1.04 1.05 |
| Steel bars (hot rolled) 1.90a 2.00 | Ribbed Smoked Sheets, spot 1.10 1.11 |
| Plates (hot rolled) 1.60a 1.70 | November-December 1.07 1.08 |
| Hue annealed sheets 2.40a 2.45 | |
| | January-March 1.04 1.05 |
| Black sheets 3.35a 3.40 | Para-Up-River, fine, spot94 .95 |
| Auto body 4.35a 4.40 | Island, fine88 |
| Bands 2.40a 2.50 | SCRAP RUBBER |
| Cold rolled strip 3.75a 3.80 | |
| Hot rolled strip 2.20a 2.30 | Inner tubes, No. 1 11 a 12 |
| Pig Tron Basic- | Inner tubes, No. 2 8 a 9 |
| Valleys 19.50a20.00 | Inner tubes, No. 2 red 7 a 8 |
| Eastern Pennsylvania 21.50a22.00 | Tire, automobile, white ton . \$69,08a70.00 |
| | Mixed auto tires 40.00a45.00 |
| IRON AND STEEL SCRAP | Reclaimed rubber-Tire reclaimed, 10c; |
| (Buying prices, f. o. b., New York.) | shoe reclaimed, 10 %c; tube reclaimed. |
| Heavy melting steet \$12.00a13.00 | 18 %e |
| Machine shop turnings 9.50a10.00 | 19 780, |
| Tast iron borings 9.50a10.50 | OIL AND GASOLINE |
| No 1 cast serap 16.00a17.00 | |
| MILL PRODUCTS | MOTOR GASOLINE |
| Base prices, cents per pound, f. o. b., mill. | Garages (steel barrels) a 17 |
| ligh brass sheets 15%a | Up-State New York = 2 16 |
| Copper, in rolls 21%a | Single tank cars, delivered, |
| line, spot, New York 8.80 a 8.85 | New York 12 % a Nom. |
| ead snot New York 9.75 a 9.85 | |
| | CRUDE PRICES AT WELLS |
| Muminum, virgin, 98a99% 28 a 29 | EASTERN- Penn. grade oil |
| SEAMLESS TUBING | Penn grade oil in Buckeye B |
| ligh brass | Penn. grade oil in Buckeye P. in N.Y. Tran. Line Co. lines. \$2.88 |
| Copper a25.25 | Co. lines \$3.15 Cabell 1.95 |
| RODS | Co. lines \$5.19 Capell 1.95 |
| High brass (round % to 2% in.) 17%a - | Bradf'd District Corning 1.70 |
| Copper, rods, round 22%a | oil in Nat. Somerset 2.05 |
| OLD METALS | Tran.Co. lines 3.15 Somerset, light. 1.20 |
| OLD METALS | Penn. grade oil Lima 1.38 |
| Following are dealers' buying and sell- | in Nat. Tran. Indiana 1.78 |
| ng prices for large quantities, f. o. b. | Co. lines 3.05 Princeton 1.87 |
| ars, New York:- | Gaines grade oil Illinois 1.87 |
| leavy machinery com 9 % 2 % 11 % a11 % | in Nat. Tran CENTRAL- |
| New brass clippings. 9% a 9% 10% a10% | Co. lines 2.70 Wooster 2.00 |
| euto radiators Tha The Sha She | Penn, grade oil Waterioo, Iii 1.66 |
| Brass, heavy 7% 2 7% 8 % 2 8% | in S. W. Pa. Ragland 1.40 |
| Brass, light 6% a 7% 7% a 8 | Pipe lines 3.05 Plymouth 1.40 |
| RUBBER MARKET | Penn, grade oil Canadian 2.31 |
| | |
| Plantations— Bid. Asked, | in Eureka P. |
| First latex crepe, spot \$1.10 \$1.11 | Line Co. lines 3.00 |

G. M. Will Retain Vauxhall Personnel

London, Nov. 17.—Commenting on the ratification of the agreement between the General Motors Corporation and Vauxhail Motors, Ltd., J. D. Mooney, vice-president of General Motors, says his company has no intention of interfering with the present Vauxhall management or the design of the product. He says that not a man or a boy will be discharged and no American engineers will be introduced. The co-operation consists in providing capital and a selling organization as well as selling organization, as well as access to the G. M. laboratories.

G. M. October Sales **Nearly Twice Those** Of a Year Before

New York, Nov. 17.—General Motors Corporation sales to con-sumers in October totaled 86,339 cars and trucks, against 83,519 in September and 46,003 in October,

| Retail | sales | for | three | years |
|-------------|-------|-------|---------|---------|
| follow: | | | | |
| | | 1925 | 1924 | 1923 |
| January | 2 | 5.593 | 33.574 | 31,437 |
| February | 3 | 9.579 | 50.007 | 33,627 |
| | | 9.594 | 57.205 | 74.632 |
| April | 9 | 7.242 | 89,583 | 105,778 |
| May | | 7.488 | 84.715 | 90,327 |
| June | 7 | 5.864 | 65,224 | 75.422 |
| July | | 5.872 | 60.836 | 62,209 |
| August | 7 | 8,638 | 54.842 | 56.846 |
| September . | 8 | 3.519 | 48,565 | 69,111 |
| October | 8 | 6,239 | 46,003 | 58,173 |
| | | | 23,095 | 47,009 |
| | | | 33,919 | 35,709 |
| Tetal | | | 657.568 | 731.281 |

Sales of cars and trucks to dealers by the manufacturing divisions of General Motors in October were 95.703, against 89,018 in September and 49,552 in October, 1924.

Sales to dealers for three years follow:

| | 1925 | 1924 | 1923 |
|-------------------|--------|---------|----------|
| January | 30,642 | 61,398 | 49,162 |
| February | 49,146 | 78,668 | 55,427 |
| March | | 75.484 | 71,669 |
| April | | 58,600 | 75,822 |
| May | | 45,965 | 75,393 |
| June | 71.088 | 32,984 | 69,708 |
| July | | 40.563 | 51.634 |
| August | | 48,614 | 65,999 |
| September | 89,018 | 51,955 | 69,081 |
| October | | 49.553 | 86.936 |
| November | | 23,631 | 66,256 |
| December | | 19.927 | 61,468 |
| | - | - | |
| Total | **7*** | 587,341 | 798.555 |
| The Menter of the | | | C1 - A11 |

WILLYS PREPARES TO PAY ACCRUALS

TOLEDO, Nov. 17.—Counsel for the Willys-Overland Company have been examining the question of the liquidation of the 293/4 per cent. of accumulated divisions of the contract o cent. of accumulated dividends on the preferred stock. It is quite likely that some definite action will be taken next month. Thus far there has been no change in the attitude of the directors on the subject.

The present plan calls for the payment of the 29% per cent, in common shares, based on a valuation for the common stock well below the present market. As there are 220,495 preferred shares the amount of common stock to be issued on a basis of \$25 a share would be some 262,000 shares, thereby bringing outstanding common up to 2,527,000 common shares. Large stockholders are in favor of this program of extinguishing the back dividends on a basis so favorable to company and shareholders alike.

Willys-Overland earned \$13,638,000 net before taxes in the first nine months and stands to show about \$16,000,000 net for the year. The final balance for the year after taxes will depend somewhat upon the extent and nature of year-end charges, but it ought to be in the neighborhood of \$13,000,000, or better than \$5 a share for the common stock after allowance for regular dividends on the preferred. before taxes in the first nine

Reo 1925 Earnings Put at \$6,000,000

New York, Nov. 17.—It is expected in financial circles that the forthcoming annual report of the Reo Motor Car Company will show net profits of \$6,000,000, or \$2 a share, on 2,000,000 shares of \$10 par, though some bankers are more sanguine, and predict an even better showing. They have their estimates on the record high op-erations maintained during the past fiscal year and or past fiscal year and on official statements that the company has m'oyed the biggest year in its his-

Cold Weather

Cold weather means increased crank case dilution. case dilution plus abrasive grit mean SLUDGE! Sludge means a worn and weakened motor—unless THE KINGSTON OIL AERATOR AND FILTER, the Sludge remover, is installed.

Motorists are learning this. We are receiving thousands of They want to know letters. more about it, and you should be ready to tell them. today!

Byrne, Kingston & Company

Kokomo, Indiana

Branches: New York, Chicago, Detroit



Oil Refiners Urged to Stabilize Their Profits

HICAGO, Nov. 17 .- Admitting that in recent years petroleum refining as a business has been a distinct failure, the Western Petroleum Refiners' Association has authorized a statement in which it airs the difficulties of the refining business and advances a plan it believes, capable of overcoming them.

Summed up, the proposal of the association is: "The industry should stabilize profit at the expense of marketing areas in preference to stabilizing marketing areas at the expense of profit."

The analysis of the situation was made by H. K. Davis, staffstician

made by H. K. Davis, statistician sociation.

In a lengthy statement he is unsparing in denouncing various practices he describes as "un-sound" in which refiners have engaged in recent years. Inci-dentally, he announces a series of articles are being prepared for refiners by the association on subjects for consideration in the formulation of manufacturing

policies de Coming as it does, in conjunction with the marked cutting of refiners, runs for the winter and the stiffening in refined oil prices, the statement is regarded in the oil dustry.

trade as having a good deal of sig-nificance. Practically all refiners now seem

agreed on the feeling that over-agreed on the feeling that over-production of gasoline and the storing of it for the next summer must be avoided if the industry in

must be avoided if the industry in 1926 would benefit.

The association analysis of the refining business submits that, as a large contributor to such essentials as light, heat, power and lubrication, the refining industry is entitled to a profitable existence.

"The stability necessary to a go-

The stability necessary to a go-"The stability necessary to a go-ing and remunerative enterprise has been lacking," the statement says. "The collapse of inventory and pro-duction values has played havoc with the balance sheet, and fluctuating periods of feast and famine have undermined the con-fidence of both consumers and in-vestors in the integrity of the in-dustry."

HUPMOBILE DISTRIBUTOR ALSO CONCENTRATES ON SALE OF ACCESSORIES

Hartford, Conn., Nov. 17.—Salesmen of the L. & H. Motor Company, Hupmobile distributor in seven of the eight counties of the state, when selling cars are expected to also sell accessories. Radiator fronts, hood covers, windshield wipers, closed car heaters, alcohol, tire chains and the like offer opportunity to make sales.

The L. & H. Motor Company has three large show windows and in

three large show windows and in three large show windows and in these are displayed from time to time accessories in keeping with the season. These displays are ar-ranged and maintained by the manager of the parts and accessory department. Particular attention is devoted to trimming and to mak-ing windows attractive.

ing windows attractive.

The firm, having forty-two sociate dealers, handles a la volume of accessory business the course of a season. Furth more, it sells to all these associ-ates and, by reason of buying pow-er, is able to make attractive prices to the associates.

A timely reminder from the Case Eagle, organ of the J. I. Case Threshing Machine Company, Racine, Wis., "Plan now for a big 1926 business,"

Perpetual Inventory Asset to Accessory Men

Shop Equipment

JEFFERSON TESTER



The Jefferson Ford Unit and combination Tester, made by the efferson Electric Manufacturing Jefferson Electric Jetterson Electric Manufacturing Company, 501 South Green St., Chicago, is an electrical "trouble-shooter." It will test single and double contact lamps of any volt-age or candle power, spark plugs of any type, electric horns, battery jars, Ford coil units and other types of coils. of coils.

The unit contains sockets, brack-

The unit contains sockets, brackets, compartments and switches for performing all these functions. The No. 28 Tester, illustrated, is for attachment to the regular alternating current lighting circuit. It is furnished with extension cord and attachment plug. Price is \$9. Where alternating current is not available, this tester is supplied for connection to 6-volt storage battery or four dry cells and is called the No. 30 Tester. It sells for \$6.75.

MANLEY TRESTLE



A new addition to the well known line of Manley shop equipment, made by the Manley Manufacturing Company, York, Pa., is the Manley Chain Hoist Trestle.

This trestle is mounted on four casters and can readily be moved about the shop to reach any job. The frame is made from steel angles and is strongly braced and trussed. trussed.

The hook for the chain hoist is arranged so it can be moved back and forth across the top member. This makes it possible to locate the hoist so a vertical pull is always

obtained.
With the hoist, one man can lift an engine and place it anywhere he wants. It will also raise the body of a car so that the axles can be removed. It can be used to raise one end of the car to facilitate work underneath the chassis. It is also very convenient for changing springs.

facilitate work underneath the chassis. It is also very convenient for changing springs.

Clearance between uprights is seven feet six inches, and two heights are made, eight feet and nine feet.

Prices for the trestle without the chain hoist are: Eight-foot size, \$53; nine-foot size, \$55. Capacity of both is 4,000 pounds.

EXIDE BATTERY COMPANY ESTABLISHES NEW DEPOT

Austin, Tex., Nov. 17.-The Exide Austin, Tex., Nov. 17.—The Exide Battery Company has leased a onestory and basement building to be used as a wholesale equipment and supplies depot and storage warehouse for the southern part of Texas. The building now has 20,000 square feet of floor space and the owner is to add another story, to increase the space to 30,000 square feet. It is understood the main wholesale business of the wholesale business of the state is to be handled from Austin, with a branch at Dallas, from which shipments will be made to

NEW YORK, Nov. 17.— The second of a series of reports from various cities revealing merchandising methods of accessory dealers follows below. The first of the series appeared in yes-terday's issue:—

TRENTON, N. J.

Trenton, N. J., Nov. 17.—The Times Square Auto and Radio Supply Company, in reviewing the accessory sales for the past week, announces that stock must be turned over six or more times a year to meet with success and that a perpetual inventory must be kept.

The company's manager said:
"We find that nationally advertised accessories and equally good accessories not advertised sell about the same and that local newspaper advertising is not tied up with manufacturers' national advertising. We keep a regular list of customers and find it pays to circularize them regularly. Folders and circulars supplied by accessory manufacturers are distributed to patrons in the store. We also find that seasonable window displays stimulate sales.

"We handle radio supplies and

find that the percentage of gross profits runs about 40. In selling both accessories and auto su it keeps us busy all the round." supplies

DUBUQUE, IA.

Dubuque, Ia., Nov. 17. - Er-Dubuque, Ia.. Nov. 17. — Erratic fall weather during the last two or three weeks has developed an uncertain tone in the dealing in automobile accessories in this territory. Local dealers report that, while the demand for winter accessories has become more brisk during the last two weeks, occasional spells of warm weather have somewhat hindered the trade from settling down to the trade from settling down to the brisk early winter schedule which usually follows the visita-tion of the first freezing weather of the year.

A snowfall of 5.3 inches on Sat-urday and a day and a half of cold weather started the demand for winter accessories, which had somewhat subsided during the warm weather prevailing the week previous. The storm was respons-ible, also, for many accidents which kent repair men busy for two-days.

ible, also, for many accidents which kept repair men busy for two-days. Auto chains have been the heaviest sellers so far this season among the cold weather accessories. Robes, driving gloves and radiator covers of various types have also been in good demand. All winter accessories are in bigger demand now than at the same time a year ago, because of the early arrival of the first winter weather. first winter weather

MANUFACTURING ELECTRIC **AUTO SIGNALING DEVICE**

Long Beach, Cal., Nov. 17.-The Safe and Sure Signal Company, recently capitalized at \$75,000, in now engaged in the manufacture of an electrical auto-signaling device. The production of the signals is at the rate of 2,000 daily.

nals is at the rate of 2,000 daily.

Those interested in the corporation are: Bert C. Smith, president; J. P. Chandler, sales manager, and T. H. Chandler, one of the inventors. Offices are maintained at 225 East Broadway.

OIL STORAGE PLANT

Evansville, Ind., Nov. 17.-The Indian Refining Company has started construction of a bulk oil ustin, storage and distribution plan from Marion, Ill., J. S. Maidlow, de to sistant territorial manager, plant at



Let All Your Dreams Come True

In this Rickenbacker you may realize your fondest dreams.

This 5-passenger Sedan is the most luxurious model Rickenbacker builds.

Body was designed by our own artists and fabricated in our own shops by our own artizans.

Upholstery-trimmingshardware and all fittings are the best.

Performance is superlative in its every phase.

Amazing accelerationgreat speed-matchless hill climbing-and all with that effortless ease and silent smoothness, that would tell you, did you not already know, that this motor is the last word in automobile engines-the "Vertical-8-Superfine."

RICKENBACKER MOTOR COMPANY

Battery and Radiator Men Urging Pre-Winter Repairs

SALEM, ORE., Nov. 17.—Salem auto accessory dealers are ers and radiator shutters since the advent of impending

winter weather. A short cold snap last week was responsible.

Smith & Watkins and the Western Auto Supply Company, two of the largest accessory dealers, report increased sales in these lines.

Paddate reports were also

Radiator repair men are also reaping the benefits of the wisdom reaping the benefits of the wisdom of the motoring public in repairing the water circulating system before winter. This idea is carried to the autoists by newspaper and card advertising. Battery men are also urging pre-winter repairs and adjustment and are profiting by their foresightedness.

TOPEKA, KAN.

HOLIDAY ACCESSORIES

Topeka, Kan., Nov. 17 .- Holiday accessories are now having their day. The demand from all over the Kansas territory is for showy additions to the looks of a car which can be used for holi-day gifts, according to the whole-salers here. At the same time they declare there is a bigger de-mand than ever for practical gifts, such as jacks and tool kits. With more than 35 000 new car:

With more than 35,000 new with more than 35,000 new cars in the state this year and with open weather and more miles of paved highway, the cars are being kept out this fall, making one of the best accessory seasons the dealers have enjoyed.

"There was a brief demand for

was a brief demand for heaters and strictly winter goods, the latter part of October, but this has already waned," said C. S. Kist-ler of the Kistler Auto Supply Company. "There has been quite ler of the Abbie as been quite a falling off in the strictly winter goods corresponding with the advent of the closed car. The heater demand is almost entirely from the owners of open cars."

ZANESVILLE, O.

BUSINESS GOOD

Zanesville, O., Nov. 17 .- Accessory dealers and garages report the sale of winter equipport the sale of winter equipment as being far in advance of that of this time last year. The Herb Geary Tire Shop, the accessory department of the Morrison Motor Car Company, and the United Tire Company, are all manimous in their opinion that the increase is due to be more marked as the season advances.

AUSTIN, TEX,

RAINS HURT BUSINESS

Austin, Tex., Nov. 17.-The continued rains of the past two weeks had a depreciating effect upon every branch of the auto-motive business in all parts of the Austin territory. Not only did car and truck sales fall off, but the tire and accessory business dropped to the minimum, and even gasoline and mud chains were poor sellers.

were poor sellers.

The weather has cleared, though, and all dealers are expecting trade to pick up right away and they believe the trade in both cars and accessories will be better the rest of the year than at any time during the year.

WACO, TEX.

Waeo, Tex., Nov. 17.—Accessory sales showed an increase in Central Texas during the past week, and although retail sales have not yet reached last fall's level, wholesale accessory men report that their business is good.

Fair weather caused a drop in sales of heaters, anti-freeze fluids and mud chains.

Radiator ornaments, motometers and Ford foot accelerators are finding a ready sale, according to Pouncey Brothers. This company has recently stocked an accessory, known as the Eveready starter switch, for Fords.



The Freeztector is a radiator-solution testing instrument made by the Improved Gauge Manufac-turing Company, Syracuse, N. Y.

by the Improved Gauge Manufacturing Company, Syracuse, N. Y. It consists of a syringe bulb, a test tube and a float. The latter is placed in the test tube and floated in the solution drawn from on the stem of the float to which The point on the graduated scale on th stem of the float to which the water rises indicates the degree of temperature at which the solution will freeze. The more alcohol there is in the solution, the deeper the instrument will sink. In preparing the car for cold weather, the solution to be put in the radiator is mixed in a pail and alcohol added until the Freezector shows that no freezing will take place at temperatures ordinarily experienced in the locality. narily experienced in the locality.

Price, \$2.50.



A new product of the American Automatic Devices Company, 500 Throop St., Chicago, is the plate-lite. It is a road light and a li-cense plate holder combined, and strongly constructed of compressed aluminum.

pressed aluminum.

The light is attached at the front of the car near the bottom of the radiator and throws a strong beam over a wide expanse of the road at a height which will not blind oncoming drivers.

The light is made to cover the glare of the bulb itself. By reason of the construction of the reflector and lens, the rays are spread fanshape and illumine both sides of

shape and illumine both sides of the road to a distance of over 150 feet.

TWO NEW BIG GARAGES PLANNED FOR BOSTON

Boston, Nov. 17 (U. T. P. S.) .-Two more big garages will be opened in this city next spring. The Park Square Garage, Inc., has acquired 28,000 feet of land at Stuart and St. James Streets, close by the new Statler Hotel, under construction, and will build a big public garage on the site.

public garage on the site.

At Roxbury Crossing an ideal site for a garage has just been sold for that purpose by the firm of Henderson & Ross. The plans of the new owners of the land have not been made public, but it is understood that a 500-car garage is going up here to be ready for spring occupancy. spring occupancy

VERSATILE BATTERY

Little Rock, Ark., Nov. 17.—A storage battery that can be used either in a radio receiving set employing six-volt tubes or in an automobile six-volt battery is being manufactured by Conner Bros., operators of the Bear Cat. Battery erators of the Bear Cat Battery service station.

Accessory News

INCREASE CAPITAL STOCK

Albany, N. Y., Nov. 17.—Among firms recently notifying the New York secretary of state's office of an increase in capital stock is the an increase in capital stock is the American Auto Lamp Company, Inc., of Manhattan. The capital stock has been increased from \$100,000 to \$150,000. The attorneys were—Schecter & Letsch of New York city.

G. F. SMITH PROMOTED

Scattle, Wash., Nov. 17.—Promotion of George F. Smith, former Seattle branch manager of the R. M. Hollingshead Company, manufacturers of Whiz products, to Pacific Northwest divisional manager has been appropried from the has been announced from the office of the firm.

RECEIVE SAFE-T-STAT

Tacoma, Wash., Nov. 17 (UP. S.).—Reynolds & King, Natherlands and Market and automotive supplies, announced receipt yesterday of a shipment of the new Safe-T-Stat, a new mtor-heat indicator designed for the dashboards of automobiles

Tampico, Nov. 17. — Exports of light and heavy crude oil, topped crude and distillates from Mexico rels, an increase of \$1,000 over August.

Gear Shift Onyx Ball Production in Full Swing

ONG BEACH, CAL., Nov. 17.-Manufacture of an auto L ONG BEACH, CAL., Nov. 11.—Randauction of the Southern Onyx swing here, operating under the name of the Southern Onyx

Specialty Company.

The factory has been operating for the past six months, and, with the opening of the harbor next spring it is planned to ship the product by water to Gulf and Atantie and Pacific Coast ports.

The onyx comes from an open cut quarry in San Bernardino county said to be the only onyx mine of its kind in the United States, and is shipped to the factory by rail and truck to the amount of forty tons a month,

amount of forty tons a moath, from which 40,000 onyx balls are manufactured.

Officials say within a short time it is planned to increase the factory and include the manufacture of door knobs and radiator cap balls. This will involve the installation of additional machinery.

machinery.

Already a large number of orlers have come from Eastern

these will be held for ders have come from Eastern boints, but these will be held for hipment by water when the haror is opened, officials state.

May Force Trucks to

Boston, Nov. 17 (U. T. P. S.).

—Power brakes for trucks and buses will be compulsory in this state if Registrar of Motor Vehicles Frank A. Goodwin's advice is taken by the incoming legislature. The registrar chains

meres Frank A, toodwins advice is taken by the facoming legislature. The registrar claims that only such brakes can properly stop heavy motor vehicles. Recently a test of a new power brake was made on a 7-ton truck, unloaded. It stopped within 33 feet at 20 miles an hour, and almost instantly while traveling but zen. The brake tried in demonstration was shown to be easify handled. It is applied by the foot, but the demonstrating operator showed that the pressure of the finger on the foot pedal was sufficient to work the brake.

Use Power Brakes

Anew General Motors Six at a price of nation-wide appeal -



To the Automobile Dealers of America

THROUGH the Oakland Division. General Motors will shortly announce an entirely new six-cylinder automobile.

This newest member of a famous family will be the fruit of the resources, engineering skill and manufacturing experience gained by General Motors in more than seventeen years of leadership.

It will combine elements of appearance, performance, and engineering design which will win for it immediate public acceptance. Its price will be such as to have a nation-wide appeal.

It will be built by Oakland and distributed as companion to the present Oakland Six.

This double franchise promises to become one of the most profitable in the industry.

Every automobile dealer in Americaregardless of size, location or present affiliation—is invited to write at once for complete details. Address Oakland Motor Car Company, Pon va. Michigan.

Market Continues Good Among Truck Dealers

PORTLAND, ORE., Nov. 17.—The factory branch of the White company announced that sales for the week of October 31 to November 6 showed a gain of 33 1-3 per cent. over the

week of October 24-31.

The first week in November also showed a gain of 66 2-3 per cent. over the same period of last year. The week of October 24-31, 1925, however, showed a slight drop from the corresponding week of the previous year. the previous year

the previous year.

This company reports a quickening in the general interest
shown in truck operation and the
purchase of trucks, and expects
to go into the first of the year
with twenty or thirty orders for
immediate delivery in 1926. The
license tax on trucks is fairly
heavy in Oregon, which accounts
for a falling off in sales toward
the last of the year until it is
time to take out a new license.
The plan of taking orders for
later delivery, however, works
out very satisfactorily. later delivery, howev out very satisfactorily.

MACK
Thus far the Portland branch
of the Mack Truck Company has
had the biggest year in the history
of this concern, according to H. H.
Harwood, manager. Sales are
showing 60 per cent. in the 1½-2
ton class and 40 per cent. in the
3½-5 ton trucks.
"Collections are better than they
have been for four or five years."

have been for four or five years," states Harwood. "This includes states Harwood. "This includes both the open account and notes. In our shop we are working on two shifts, getting 100 per cent. more work than we do normally at this time of year."

FAGEOL

FAGEOL
O. V. Badley Company, Fageol
digributor, reports that busiess
for the week ended November 6
was 300 per cent, better than
the previous week. Badley announced that the company had
taken on the distribution of the
Super Six Wheel and Axle Company for the states of Oregon
and Idaho.

BUFFALO

Buffalo, N. Y., Nov. 17.—The sale of snow plows, rotaries, tractors with plows attached and other snow-cleaning equipment is en-gaging the attention and interest of distributors of the control of the distributors of trucks in this terri-

The biggest single inquiry comes from the county of Erie, in which Buffalo is located, calls for close to \$90,000 worth of equipment. Most of the dealers are trying earnestly to land this order.

But in addition a large number of single sales to townships throughout western New York and throughout western New York and that part of Pennsylvania adjoin-ing the New York state border line is being made, while a number of specifications are out and will be closed shortly. Truck dealers of specifications are out and will be closed shortly. Truck dealers report that the present indicated volume of buying in this line is the heaviest it has ever been in the western New York district.

Truck manufacturing plants in the Buffalo district report a strong and steady demand with every prospect that it will continue strong for some time. In most cases sales are running well

most cases sales are running well

most cases sales are running well ahead of last year.

The demand for tractors continges steady, but is not running much more than even with last year, according to dealers interviewed.

WHITE
The Buffalo office of the White
Motor Company reported that

The Buffalo office of the White Motor Company reported that business for October ran considerably ahead of last October, with the lighter trucks leading. The Buffalo office expects to finish the year about 20 per cent. ahead of last year. G. R. Henniger is sales manager.

FORD

W. R. Loeffler of the Qualte Garage Company reports a satis-factory sale of Ford trucks and Fordsons. The demand is season-able, and all orders are being filled as received.

Truck Cos. Fight Minnesota Tax Law

Minneapolis, Nov. 17 .- Automobile transfer companies in this state are trying to dominate the business of common carriers without being willing to assume responsibilities, Ernest C. Car-man, assistant attorney general, charged in the Hennepin County District Court in a fight to up-hold the constitutionality of the Minnesota bus tax law.

Carman claims the state Rail-road and Warehouse Commission justly placed transfer and trucking companies under the provisions of the statute. He argued against the application of the Boyd Transfer and Storage Company of Minneapolis, which opposes imposition of license assessment of 16 per cent. of truck value in test case.

cent. of truck value in test case.

Norton Cross, transfer company counsel, argued the license act specifying transfer companies as common carriers is in violation of state and Federal constitutions and a violation of personal property rights. Cross pointed out that transfer trucks do not follow fixed routes and schedules and cannot therefore be classed as common carriers subject to the tax.

St. Paul, Minn., Nov. 17.—Attorneys general of Wisconsin, Iowa, North and South Dakota will come to St. Paul next week

will come to St. Paul next week to sanction a reciprocal arrangement whereby the commercial truck licenses of one state will be recognized in any of the others. They already have agreed to waive all minor technicalities in the recognition of truck licenses while official recognition has not yet been given by Minnesota.

Attorney General Hilton is favorable and the conference next week will be to smooth out minor points before signing the formal agreements. ments

ments.

In the past friction has been caused in all of the affected states by efforts to force truck owners crossing the state lines to take out another license.

Numerous arrests have been made and the attorneys general have been asked to settle disputes. The attorneys general who will attend the conference are Herman L. E. Kern. Wisconsin; George

L. E. Kern. Wisconsin; George W. Shafer, North Dakota; Buell F Jones, South Dakota; B. J. Gibson lowa, and Mr. Hilton

pany, reports a steady business on trucks, with the heavy trucks most in demand. Pierce-Arrow truck sales are running very materially ahead of last year. The outlook for the rest of the year is excellent.

DODGE

Graham Brothers truck business is especially good, according to H. W. Prine, wholesale manager of J. A. Cramer, Dodge distributor. The most popular trucks are the 4-ton and 1½-ton sizes.

CRAMER

CRAMER
The Cramer Company reports that its sales of trucks have been pretty evenly spread this fall over its entire western New York and northern Pennsylvania territory. At the present time this concern has thirty-five unfilled orders at the factory. Principal buyers are merchants, farmers and trucking concerns.

B. A. D. A.

Carlton Proctor, secretary of the
Buffalo Automobile Dealers' Assoclation, reports that his check-up
shows truck sales for the Buffalo
district are averaging about 25
per cent. ahead of 1924, making
this one of the finest years the industry thas ever experienced lo-PIERCE-ARROW
Sawyer, sales manager of
Pierce-Arrow Sales Comcally.

St. Louis Branch In New Building

St. Louis, Nov. 17 .- The opening of the new building of the recently established branch of the Indiana Truck Corporation of Marion, Ind., was the occasion of a large division meeting covering the St. Louis, Chicago, Kansas City and Joplin, Mo., zones.

J. Wills Stephenson, president of the Marion Truck Corporation, headed a delegation of factory officials who attended the opening.

cials who attended the opening number of out-of-town dea

number of out-of-town dealers were also present.

The new branch buliding includes a showroom where the entire line of Indiana trucks is on display. A service area is located in the rear.

NEW DAVENPORT DEPOT

NEW DAVENPORT DEPOT
Davenport, Ia., Nov. 17.—The Interstate Trucking Company of Chiwhich it will use for its Western which it will use for its western depot. Davenport will have a regular twenty-four-hour trucking service to Chicago and points east in the immediate future, according to a statement just made by the Chamber of Commerce. The company operates a fleet of twenty trucks of 6½ tons capacity.

Press of White Co. Is Swift and Accurate

Cleveland, O., Nov. 17.—If you think of giant size and strength as almost synonymous with clumsiness, you aren't "up" on modern machinery, say officials of the White Motor Company of this city.

Consider the largest machine

Consider the largest machine Consider the largest machine in the company's factory. Although it is known as a coin press, because of its use by the government in coining money, its duty in the factory is to perform a series of embossing and straightening operations on levers, brake and clutch pedals, thrust washers and similar thrust washers and ciutch pedals, thrust washers and similar parts. This mechanical monster weighs thirty-seven tons, has a squeezing pressure of 1,000 tons, and yet is swift and certain in its action—accurate to five-tenthousandths of an inch.

TO IMPROVE HIGHWAY

Blanco, Tex., Nov. 17.-The six teen-mile connecting link of the Austin-Fredericksburg-Blanco-San Antonio highway has been accepted by the Highway Commission. Work of surfacing will begin at once and will be in charge of R. W. Patter-son of Blanco.

Wash. Has Rush on Trucks, Trailers

Olympia, Wash., Nov. 17.-With the beginning of a new automobile year less than a month distant the rush for new truck and trailer licenses is as heavy as it was last winter. For some cause that the license department has not yet determined there is always a late fall demand for trucks and trailers that has no parallel in the increase of other classes of motor vehicles. Special orders had to be placed this fall for both truck and trailer license plates.

Since August 1, when half-rate the beginning of a new automobile

Since August 1, when half-rate fees became effective, 370 extra trailers have been licensed, while trailers have been licensed, while in 1924, during the same period, 252 new licenses were issued. Since August 1, licensed trucks this year increased 4,945, compared with 3,828 last year. In 1924 there were 621 extra trucks licensed during the last six weeks of the year.

GETS NEW POST

London, Nov. 12 (U. T. P. S.).—
H. H. Hayercroft, late sales manager of the North Western Motor Company, Liverpool, British concessionaires for Moon, Diana and Traffic Trucks, is now manager of St. Auburn Cars, 1 London S. W., 1. 14 Cockspur St.,

You Owe it to Yourself, Your Business, to Keep Abreast of the March of Events in the Automotive Industry by Reading the

Automotive Baily News

How important is your business? If your aim is set for the highest possible business accomplishment it is essential that you know all about the affairs concerning your industry and you should know them today.

All the News of the Automotive Industry While It Is News

The Automotive Daily News, the industry's new and only daily newspaper, affords its readers immediate news service relative to every line of endeavor in the automotive field. It gives you the latest and up-to-date list of prices.

Accessory, tire and battery information and service. A stock, bond and financial service. Manufacturers' schedules. Wholesale and retail sales helps. In fact, everything of interest in the industry which will have a possible the bearing upon your own business growth.

"The Automotive Industry's New Right Hand Man"

Thus the Automotive Daily News is acclaimed by hundreds of leaders in the automotive field. This newspaper has no axe to grind and its editorial policies are unbiased and absolutely honest. It supports and advances the industry as a whole—working with all agencies for its

welfare. With hundreds of representatives scattered throughout the country and conducted by national authorities in every division of the whole automotive field, the Automotive Daily News can and does promise you news that is reliable and authoritative.

-Enroll Now!

Join With Thousands of Other Men of the Industry Who Are Starting the Business Day by Reading The Automotive Daily News. Fill in the coupon and mail today so that you will not miss a single issue.

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| | City State |
| | Connection in industry |
| | |

Tire Sales Variable In Different Districts

BOSTON, Nov. 17 (U. T. P. S.).—While the sale of new and used cars is very good right now and accessories are selling better than usual at this season, there has been a slump in tires during the past week and the trade is hard put to it to find out the reason.

Distributors generally agree that Dunlop Tire Sales the belief that Congress is going to take the tax off tires at the December session is responsible for a lot of folks holding off on tire shopping.

A small part of the slump is undoubtedly due to the rise in tire prices, but most dealers were stocked when the factories boosted the price and are still retailing tires at pre-boost rates.

A canvase of tire stores last week indicated that about 40 per cent. of the sales represented balloon tire sales. There has been quite a bit of re-treading of tires. The used tire market is about normal, a little better than during the same week a year ago.

The factories making tires in this section are busy with plenty of orders ahead. The Hood fac-tories are running on three shifts. The Fisk factories are also running overtime. Both are sending big shipments of tires to the Southern

Shipments of tires to the Southern States right now where the winter demand has set in.

The Standard Tire Company, the pidest tire house in New England, is doing a good business on its deferred payment plan for tires, tubes and batteries.

Waco, Tex., Nov. 17 .- "The best fall of our history!" This is the optimistic note from the Brown Tire Company, Goodyear caler of this city, which reports at last week's sales lead the eceding week and that the fall nsiness is ahead of last fall, ther dealers report varying clumes of business, but, taken enerally, central Texas tire sales how an increase over last fall.

show an increase over last fall.

The Hicks Rubber Company reorts that balloons form about
62-3 per cent. of the sales total.
The Brown Tire Company reports
that its Goodyear balloons form
about 40 per cent. of the sales
rolume. These represent the two
extremes in sales.

Few solid rubber tires are being sold. The demand for tubes is slightly below the demand for

Stock is sub-normal in most instances, and is not quite as large as at the same time last

The Hicks Rubber Company is optimistic over the outlook, and reports increased sales over last year. Ford sizes are in greatest emand, this holding true for very dealer interviewed. Crude rubber advances are not laterially affecting tire sales. emand,

TOLEDO

Toledo, O., Nov. 17.-Tire sales the Toledo district made gains the first two weeks of Novemer. Pre-winter tire equipping, car of further price advances ad good business conditions in eneral are given as the causes. John J. Whalen of the John J. Thalen Company, who handles by standard makes of various pes, announces an active market ith gains in popular sizes. Tube usiness also is good.

John Gillespie of the Gillespie-Curtin & Alter Company, largest Goodyear dealer, reports a business volume in units 33 1-3 greater than the same period eater than the same per st year, with active buying.

Jay Isaacson of the Toledo Tire Jay Isaacson of the Toledo The orporation, whose sales are be-een 50,000 and 60,000 tires a ar, says in cash volume its siness for the year and for the st two weeks in November is rst two weeks in November is way ahead of last year. In units is about 25 per cent. ahead. He ays there is an insistent demand or cheap tires.

Experiments Show Wear on Tires From Travel

Madison, Wis., Nov. 17.—The rubber automobile tires lose in operation on cars has been estimated following extensive experiments conducted by Prof. W. C. McNown of the Department of Highway Engineering of the University of Kansas, according to information given to engineering students at the University of Wisconsin here. The average automobile tire weighing between twenty and twenty-five pounds will lose in wastage from 30 to 300 grams when run up and down smooth Triple in October Buffalo, N. Y., Nov. 17.—The Dunlop Tire and Rubber Company sold three times as many tires in October as were moved during the corresponding month of 1924, reports show.

The company has maintained a sales increase over 1924 of approximately 200 per cent. in tire sales throughout the year. wastage from 30 to 300 grams when run up and down smooth pavement for a distance of 500 miles at an average rate of speed of twenty-five miles per hour. Delicate scales and testing instruments were used in perfecting the experiments.

Waco, Tex., Nov. 17.—One thousand used tires are being rapidly sold out by the Allen-Morrow Tire Company of this city. The used stock is some that has piled up dur-Los Augeles, Cal., Nov. 17.—Morris Lein, manager of B. Forer & Co., Brunswick tire distributor, has left for the factory to confer with Brunswick officials in regard to the predicted tire shortage.

X-Ray Device Used On Tires in Waco

Waco, Tex., Nov. 17.—Free tire inspection by means of a new "X-ray" machine is being given to all customers of the McGlasson Tire Company of this

"Before discarding or having your tires repaired be sure to have us make an X-ray examination!"

This is the advice dissemi-nated by the company.

NEW FARGO MANAGER

Women Motorists Prefer Balloons

say that women are responsible to a great extent for the everincreasing demand for balloon tires. As a rule men seem to think that the old tires were good enough for their comfort in riding, but the women are insistent upon getting all the comfort possible out of their cars.

One dealer in his advertising says: "Never before has the in-Fargo, N. D., Nov. 17. — Carl D. Rollins has been appointed office and credit manager of the local branch of the Goodyear Tire and Rubber Company. Rollins is succeeding G. R. Peterson, who has served as office manager for the past three years, and is now the office manager of the Minneapolis branch. Rollins recently completed his fifth year with the company, having served two years as general line salesman and three years as manager of collections in Fargo.

The BUICK ranchise means Satisfied Dealers and Customers

75% of the Buicks built each year go to former Buick owners.

Buick dependability and quality not only win warm friendsbut also repeat orders.

the Better BUICK

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Division of General Motors Corporation

Pioneer Builders of Valve-in-Head Motor C

Branches in All Principal Cities—Dealers Everywhere

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Exhibits at Detroit National Bus Show

YELLOW COACH **MAKES DISPLAY**

DETROIT, Nov. 17.—Yellow Cooch M. low Coach Manufacturing Company, Chicago, has a comprehensive exhibit at the first Annual National Bus Show. It includes a gaselectric chassis; a "Z" 57-passenger fully inclosed double-deck coach, 230-inch wheel-base; a type "Y" 25-30 passenger parlor coach; a type "X" 17-21 passenger coach; a type "X" 21-passenger payenter coach; a Yellow sleeve-

enter coach; a Yellow sleeve-valve engine and parts.

The gas-electric chassis of the company combines the individual advantages of the two types of power used. Transmission is elim-inated, and so is the clutch. Power, developed by the Yellow sleeve valve six-cylinder engine, is trans-formed by a 25 kw. generator into electrical energy. This energy, in turn, is transmitted through the formed by a 25 kw. generator into electrical energy. This energy, in turn, is transmitted through the control box and protective fuses to the two 20-horse power motors, mounted amidships of the frame. These are connected to a dual worm drive axle through individual propeller shafts. No differential is required, as proper division of power is made by the two motors.

tors.

The shodel X 57-passenger coach shown is a fully enclosed double deck coach. Both decks are lighted, and both are equipped with leather seats. The coach has a wheelbase of 230 inches and an over all length of 28 feet 11 inches; the thread of the front wheels is 72 inches, and of the rear, 7634 inches.

the rear, 76% inches.

The "X" types exhibited are recent additions to the Yellow Coach One is a twenty-one-passenline. One is a twenty-one-passenger pay-enter type of vehicle, designed for city service and for short interurban runs. The other is a parlor coach type, accommodating from seventeen to twenty-one passengers, and is especially built for intercity transportation.

The new parlor coach brought out by the Yellow Coach organization seats 25 to 29 passengers and is specially designed for interurban operation.

operation.

unusual feature of design is An unusual feature of design is the off-centering of driving units to the left chassis. This provides seating space for the driver at ex-treme left of the body, placing con-trols within easy reach, providing extra entrance space.

Graham Bros. Show New Parlor Coach

Graham Bros, are represented at the show by their new 12-pas-senger parlor car coach and their 21-passenger street car type coach coach.

coach.

The 12-passenger type is a new model, characterized by a distinctive seating arrangement. There are six individual seats on each side of the aisle. This is a de luxe type coach, equipped with Pullman type curtains and electric fans; the upholstery is in real leather.

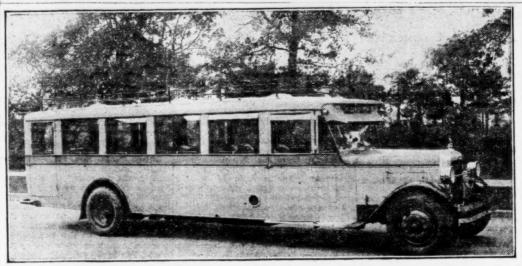
There are already 148 of the

NEW APPOINTMENT

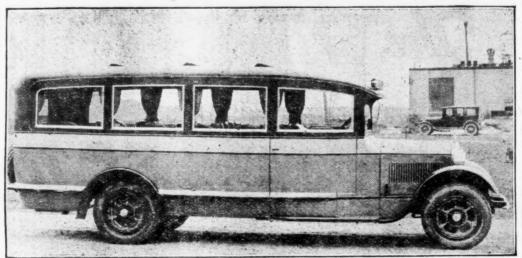
Detroit, Nov. 17.—Albert Fisher, president Standard Motor Truck Company, has appointed O. M. Hanson Michigan distributor. Mr. Hanson has been connected with the company for six years. In his new capacity he will establish agencies for the Standard truck in a number of additional cities.

TO VISIT FACTORIES

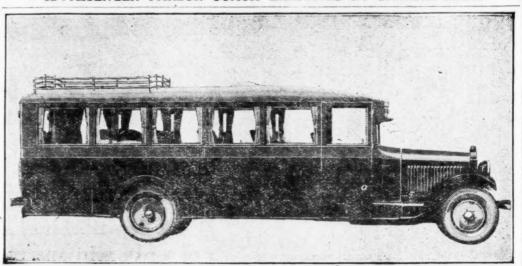
Detroit, Nov. 17. — Invitations have been extended to show visitors by Dodge Bros., Inc., United States Rubber Company and Ford Motor Company (Rouge plant) to Inspect their factories



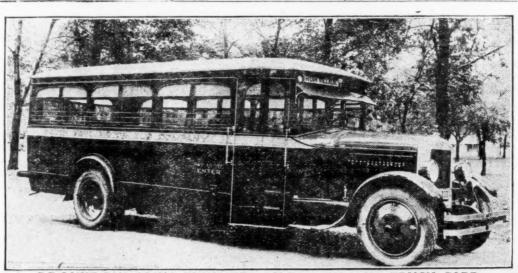
25-30 PASSENGER PARLOR COACH BEING DISPLAYED AT NATIONAL BUS SHOW BY THE YELLOW COACH MFG. CO.



12-PASSENGER PARLOR COACH EXHIBITED BY GRAHAM BROS.



WICKER-CHAIR OBSERVATION COACH ON DISPLAY AT BUS SHOW.



DE LUXE BUS BEING EXHIBITED BY THE INDIANA TRUCK CORP.

tandard 21-passenger type Dodge Bros. coaches in use on the mu-nicipally operated bus lines in De-

Reo Has Prominent Place With Display

The Reo Motor Car Company, Lansing, has a prominent place at the show, where its exhibit duplicates the one made by the company at the convention of the American Electric Railway Association, held at Atlantic City the first week in October. Reo the first week in October, also has also established space in the lobby, where those interested in bus transportation may secure free admission to the show by registering.

registering.

The exhibit is attractively housed and presents the Reo observation coach, inter-city palace coach, pay-enter bus and sedan bus. These are handsome, luxurious vehicles, built to provide comfortable transportation. The company lays emphasis on the following advantages, which it claims for Reo buses: Lighter weight per horse power; lower center of gravity; sized to average rather than to maximum requirements; lower investment per seat; regard for the highways as to vehicle weight and speed; and standardized production and standardized production bodies.

Prominent in the Reo line is the observation coach, powered with a six - cylinder, 50-horsepower engine and equipped with six brakes. It seats 21, in addition to the diver. brakes. It sto the driver.

Indiana Corp. Has De Luxe Bus Display

The Indiana Truck Corpora tion makes the "Indiana" luxe bus, besides being respon sible for the first "trackle train" to cross the continent.

train" to cross the continent.

The de luxe bus being displayed at the bus show in Detroit is powered with a six-cylinder 4½x5½ bus engine, with Ricardo type head. The chassis is fitted with internat four-wheel brakes and the engine develops a speed of 50 miles per hour. Makers of the bus claim that their engine is the largest used in fine bus construction.

The chassis is so built that the power plant unit—motor, transmission and clutch—can be removed and replaced with a reserve unit, in less than half an hour. The rear axle can be replaced in the same length of time. If minor trouble develops, new installation can be made and repairs executed on the crippled part while the bus on the crippled part while the bus

remains in service.

Three types of body are made by ne company—de luxe pay-enter, arlor car and sedan.

Additional List of Exhibitors at Show

| Name- | | Pooth | 7 |
|------------------------|---------|---------|----|
| Clark Equipment Co | | | |
| Detroit Steel Products | Co | | 3 |
| K. P. Products Co., I | nc | | |
| Kelto-Aurand Mfg. Co. | (Bay Ci | tv) 229 | -3 |
| Long Mfg. Co | | | |
| J. B. Mansfield | | | |
| Martin-Parry Corp., Y | ork Pa | | 9 |
| Rollway Bearing Co., | Inc | | |
| Ross Gear & Tool Co. | ******* | | |
| Stromberg Motor Device | on Co | | |
| Stromberg Motor Devic | es Co | | |
| The Ternstedt Mfg. Co | ******* | | |
| Waukesha Motor Co | | | Z |
| Joseph Weidenhoff, Ch | nicago | | |

BROOKLYN DEALERS DRAW FOR SPACE AT AUTO SHOW

New York, Nov. 17 .- Nearly fifts nembers of the Brooklyn Motor Vehicle Dealers' Association gath ered last Wednesday at the Cavalr Club in Brooklyn for the drawin for spaces in the annual automobile show, to be held in the Twen ty-third Regiment Armory, on Bed ford Avenue, January 23 to 30-one week after the closing of th National Auto Show, in the Gran Central Palace.

Used Car Buyers Eventually Buy New Cars

Many Dealers Keep Close Check on Purchasers

Have Follow-Up Sys- days, to make sure that they are satisfied. After that the prospect's tem Which Often Brings Results

NEW YORK, Nov. 17.— Many distributors and dealers interviewed by representatives of The Automotive Daliy News see in the purchasers of used cars good prospects as future customers for new cars, and to this end many have devised follow-up systems for eventually selling new cars to their used car

An idea of the situation in various cities may be gleaned from the reports which follow.

BUFFALO

DEALERS BELIEVE IN FOLLOW-UP SYSTEM

Buffalo, N. Y., Nov. 17.—Judg-ing from a canvass made of a number of distributors in the Buffalo territory, most dealers regard the used car purchaser as a good and logical prospect for the purchase later on of a new car.

car.

The best prospect in this class, generally speaking, is the purchaser of a used car of the same make as that which the dealer opes to sell him in new condition ome time in the future. When the sed car buyer demonstrates that e is only in the market for a junk car, and that his ability to pay for hing is very limited, most deal-tonsider that he is not worthing on the new car prospect

alers agree that the best pros is the man who buys a used s his first automobile purchase, whose means or salary is such the is financially able to spend miderably more if he so desires. Ich prospects are pretty closely llowed up by almost every dis-

Distributors vary in their opin-cens as to the length of time that should elapse between the used car purchase and the follow up. Some start following up within thirty days, by making a friendly call to inquire if the used car purchase is giving satisfaction, while others wait six months or

The percentage of used car buyers that eventually are in the market for new cars varies from a small number in the case of the higher priced cars to almost 100 per cont. when the buyer is in the market for a used Ford, Chev-rolet, Dedge, or car of that class.

Here are the opinions of a few Buffalo distributors on these ques

Nash Buffalo Corporation

We use the 'good will' system following up used car buyers, the first place, we are careful sell only used cars which we ow will give reasonable satisfac-

know will give reasonable satisfac-tion at the price. Then after a month or so we write the buyer a friendly letter to ask if the car is giving, satisfaction.

"Six months later or thereabouts we call on him to find out if he would like to buy a new car and turn in his present car as part pay-ment."—G. H. Shubert. ment."-G. H. Shubert.

Dodge

"About every sixty days we about every sixty days we go rour lists and pick out for fol-up the used car buyers that salesmen think are the best a. This results in considerable of car business all the time." w. Prine, wholesale manager Cramer.

Hudson-Oliver Motor Co

'We keep a careful file of used car buyers that we consider good prospects for a later sale. Then we make it a point to keep in close touch with them for the first sixty

card goes into a file for a sales follow up a few months later. Our best prospects are those who buy Hudson or Essex cars."—Ned Oli-

Willys-Overland Co.

"When you have sold a man a good used car of your own make, you have no better prospect for a new car purchase later on. We keep records and follow up. With peoplpe we know we use the tele-phone. Otherwise, we make it a point to call within a few months." -J. N. Amigon.

Pierce-Arrow Sales Company
"If the buyer of a used car in
our class is of sufficient financial
ability to make it possible for him
to buy a new car we consider him
as good as any other prospect and
worth following up. Any satisfied purchaser of your car is always
a prospect."—Al Sawyer.

TRENTON

SEES 10 PER CENT. AS NEW CAR PURCHASERS

Trenton, N. J., Nov. 17.—The Norman P. Druck Motor Company, Trenton, N. J., dealers in new and used cars, announces that about 16 per cent, of used car buyers become customers.

The company's system in follows:

The company's system in follow ing up used car sales is to canvass

ing up used car sales is to canvass the buyers every three months and use advertising in the classified columns of the newspapers.

The concern buys all used cars instead of receiving them as "tradeins." The new and used car departments are combined and cars are reconditioned. reconditioned.

The used-car problem can best be treated, said an official, by ap-plying good sound business meth-ods. They can be sold as quickly as any other piece of merchandise. If dealers refused to take in used cars and left this business to used merchants, the sales would drop off.

KANSAS CITY

NOT SO OPTIMISTIC ON NEW CAR BUSINESS

Kansas City, Nov. 17 .- Virtually every motor car dealer in Kansas City maintains a usedcar sales organization, and all used cars taken on trade-ins that are worth it are reconditioned before being placed on sale. This is particularly true of dealers in heavier makes of cars, a survey shows.

Most dealers do not consider used car buyers as new car prospects and have no system of followant to eventually sall them, also

low-up to eventually sell them, although most sales managers though most sales managers agree
it would be a good idea. All sales
managers declare the used car situation to be the biggest problem in
the motor car sales.

Some see the new car dealer

Some see the new car dealer eventually refusing to accept a used car on a trade-in, leaving that business strictly to the used car dealer, while others believe this ideal condition never will come to pass, but that the nearest solution that ever will be worked out is to take used cars in at a low figure and turn them onickly. ouickly.

Archer-Monroe-Shearer Company

Al J. Monroe of the Archer-Mon-roe-Shearer Company, Hudson-Es-sex dealer, is one dealer who be-lieves every used car buyer is a prospect for a new car. "I con-sider every used car buyer as a prospect for a new car and follow

On This Page

In order to obtain first hand information on the methods found effective by dealers in disposing of their used cars and also their opinion of the used car business in general, the folcar business in general, the fol-lowing questions were asked by representatives of The Automo-tive Daily News in various cities (some of the reports appear on

How many of the dealers in your territory have devised your territory have devised follow-up systems for eventually selling new cars to their used car buyers?

What percentage of used car buyers eventually become your new car customers?

Have you developed any system to follow up your used car sales?

sales?

car sales?

If so, please describe it in detail and give results.

What methods do you use in selling used cars?

Do you just "trade them," hoping for profit?

Do you recondition them and maintain a special department for their sale? Do you believe that it mays to do ou believe that it pays to do

Do you sell them on a basis Do you sell them on a basis of yearly models or on the basis of the amount of transportation left in them?

What do you believe will be the final solution of the used car problem?

If all dealers would refuse

to take in used cars and leave to take in used cars and leave this business entirely to used car merchants, do you believe you could, in the long run, make as many sales and a great deal more profit?

distributor, does not believe the distributor, does not believe the time will come when the used car will be eliminated from new car deals. "The piano men have had the same problem to deal with for over a half century and have succeeded in eliminating only a part of the difficulties," Mr. Wood said. "We maintain a used car sales department and recondition all cars that are worth it before offering them for resale. But we do

ing them for resale. But we do not follow up used car buyers as prospects for new cars. We take used cars on trade-ins with a view of making a profit on them—not as a matter of guesswork, but on a sound business basis. We price as a matter of guesswork, but on a sound business basis. We price them on a transportation basis, but the year model also must be considered. It is unreasonable to suppose that a man buying a used car would pay as much for a 1922 model as he would a 1924 model, even though the two cars had the same amount of transportation left in them.

The only solution I see for the used car trade-in evil is to be sure and get the used car at a price where it can be resold at a profit."

Hemphill Motor Company

J. D. McInnes, sales manager of the Hemphill Motor Company, Oakland distributor, believe that leaving the used cars to the used car dealer, with the new car

used car dealer, with the new car dealer making only straight sales, would be an ideal condition.

"What to do with the used car situation is the question that is keeping all motor car dealers awake at night. We make every trade-in with a profit in view, but more than 90 per cent. of the used car deals include another used car. ar deals include another used car

so it is a revolving process that is a real bugbear.

"We do not believe more than 5 per cent of used car buyers are prospects for new cars, and do not use a systematic follow-up with them."

Howard Motors

Howard Motors

Howard Motors

Howard Motors

Howard Motors, Hupmobile and Rickenbacker dealer, maintains a used car buyer as a rospect for a new car and follow he sale up with a view of eventuly making that sale," Mr. Monor said.

Nash-Levy Motors

George A. Wood, sales manager f Nash-Levy Motors, Nash-Ajax

Howard Motors, Hupmobile and Rickenbacker dealer, maintains a used car department, with sales that of new cars. All cars of value are reconditioned and given a new paint job, the firm operating a motor finishing corporation in connection with its business. Used cars are priced on a basis of trans-

The Answers Appear | Reconditioning of Used Cars Stimulates Sales

Halzmark Motor Company

The Halzmark Motor Company Willys-Overland distributor, also maintains a used car departmen with cars reconditioned and sold on a transportation worth basis. car department

Missouri Valley Auto Company

The Missouri Valley Auto Com-pany, Chrysler distributor, main-tains a used car department, with cars reconditioned before being offered for resale.

CONCORD, N. H.

75 PER CENT. OF USED CAR
BUYERS GOOD PROSPECTS
Concord, N. H., Nov. 17.—If
all dealers refused to take in
used cars, leaving this business
entirely to used car merchants,
the dealers certainly would sell
as many cars, if not more, than
they sell now, is the contention
of Edward S. King of King's
Garage, Concord. Garage, Concord.

Mr. King was emphatic in his entiments against taking in used ars. "For my-part," said Mr sentiments against taking in used cars. "For my part," said Mr. King, "I take a licking on every used car that I take in. In order to make a sale it is necessary to keep up with other dealers and allow as much for the broken down car as they do. It cuts into the car as they do. It cuts into the profits and the used cars are more or less of a drag that must

Mr. King's sentiments were echoed by several other large automobile dealers. Almost to a man, they contend that the used-car business should be given to those who make it a sole

Few dealers have any definite system of following up their used-car sales, but they hazard the guess that three-fourths of used-car buyeventually become new-car ustomers

Practically every dealer in Con-Practically every dealer in Concord, including Mr. King, John B. Crosby, Hall Bros. and Dudley Bros., recondition their used cars before attempting to turn them over to purchasers. In explanation, they declare that this is about the only way in which they hope to receive a return on their invest. the sales of new

EVANSVILLE, IND.

GOOD PROSPECTS FOR
LOW PRICED CARS
Evansville, Ind., Nov. 17.—
Opinion here is about evenly
divided as to the status of the
used car buyer as a prospective
new car customer. According to
four of the eight largest used
car dealers, the used car buyer
does not loom largely as a new
car prospect.

It would seem to be largely a
case of "once a used car buyer,
always a used car buyer," Dealers
note that as usually he is the man
of limited means, his interest may
be developed only toward a better
used car in so far as his financial
condition permits of choice.

Particularly for the lower priced
new cars is the used car owner regarded a good prosphert four deer

Particularly for the lower paced ew cars is the used car owner re-arded a good prospect, four deal-rs estimating such prospects as epresenting from 10 to 50 per ent. of new car sales.

Wabash Valley Company

"Service always develops cus-tom," said L. J. Haynes, sales man-ager of the Wabash Valley Motor or the Wabash valley Motor Company, Hudson-Essex distributor and dealer, "We maintain an excellent system to follow up our customers. I believe that 25 per cent, of our new car sales have been developed through satisfaction from sales and service on used cars."

The matter of following up the used car customer in general, it is said, is left largely to personal initiative. Direct mail advertis-ing, newspaper ads at frequent

portation, more than yearly models, Some Dealers Bother George S. Diven, salesman, said. Only With Autos of Recent Years

intervals, attractive posters, well advertised special sales, are the means most in use. As the average working man today figures largely in used car sales, one enterprising dealer has devised a plan to distribute handbills at shops and factories during the noon lunch hour. noon lunch hour.

Ample trial periods for used cars Ample trial periods for used cars are offered, extending from five to thirty days. During this period repairs or adjustments are free, or the owner has the option of choosing another car.

ing another car.

Most of the larger dealers recondition the used cars selling for
\$250 or more, the remainder being
sold in condition as received. One
dealer draws the line at models
earlier than 1921.

Bennighof-Nolan Company
"The average used car beyon

"The average used car bu can see and in most cases transtoriation service is sacrificed to car
appearance," said E. E. Nolan, retail sales manager of the Beanighof-Nolan Company. With two
exceptions, Mr. Nolan's view is
shared by other dealers. The
latter see model body style and
condition in about equal proportions in securing used car sales.
Local men consider the establishment of used car markets
which would eliminate the presentday dealer from the used car an see and in most cases trans

day dealer from t from the

"It would develop a preference by the used car merchant for cer-tain makes and models only. "It would develop a preference by the used car merchant for certain makes and models only, thereby restricting the used cavited." said A. V. Phillips of the Phillips-Osborne Company, Studebaker dealer, who believes that much might be accomplished by concerted action to junk cars that have no place on the present-day have no place on the present-day market.

CEDAR RAPIDS, IA.

USED CARS STIMULATE DESIRE FOR NEW CARS

DESIRE FOR NEW CARS

Cedar Rapids, Ia., Nov. 17.—
The practice of following up all
used car sales seems to be a very
common one among the new ear
dealers who also dispose of their
used cars by direct sale.
The practice followed by the
Rapids Chevrolet Company, as outlined by G. O. Fletcher, seems to
be the general way here for handling the situation. Used cars at
the Chevrolet are purchased solely
upon the value of the car itself as
related to unused mileage, the
yearly model being taken into conrelated to unused mileage, the yearly model being taken into co-sideration in very few instance

sideration in very few Instances, and then only where the pairon is well known and his use of a car well established.

The used cars are reconditioned in their own shops and are placed on sale at a figure which returns the same normal profit that they figure for the new car business.

When a sale is made the sales.

When a sale is made the

When a sale is made the salesman is instructed to keep the purchaser on his live list and make frequent calls upon him, in the endeavor to sell him a new or a more valuable used car. In one instance a used Ford was sold to a customer. A few months later he purchased a used Chevrolet open model; shortly after that he took on a used Chevrolet closed model, and just recently purchased a late-model used Chevrolet coupe, with every prospect that, before

with every prospect that, before next year is very old, he will make a purchase of a new car.

Much difference of opinion exists regarding the stopping of all trades on used cars, yet Marvin Wright of the Wright Motor Wright of the Wright Motor Company, Chrysler dealer, be-lieves that it would be by far the better practice to let the used-car dealer handle all used cars and the new-car dealer devote his entire effort to the sale of his new cars.

Dealer Activities

EDWARDS & CRIST DROPS AUTOS FOR BICYCLES

. Chicago, Nov. 17.—Edwards & Crist, 1255 South Michigan Ave., one of the oldest and best known one of the oldest and best known automotive concerns on the "Row," which has handled the Auburn car and for some time the Gardner, has retired from the retail automobile field and in future will merchandise bleycles and supplies, and manufacture and sell radio sets. Mr. Crist still retains his interest in the Illinois Motor Sales Corporation, Nash dealer, at 5300 Broadway, being president of that concern,

SALES STAFF GETS NAMES IN PAPER Salt Lake City, Utah, Nov. 17.-In new advertising copy for news-papers which the Beveridge Motor Company, Ford dealer, has just put out, the name of every officer and salesman connected with the comany is listed, with the position he

BUICK SALES CLINIC HELD IN EVANSVILLE

Evansville, Ind., Nov. 17.—L. C. Burnett of Indianapolis. Buick sales manager of the local territory, conducted a sales clinic for dealers and others at the salesroom of the Lincoln Motor dealer, yesterday. Company, Buick

ZASTROW OF RACINI ORGANIZES NEW FIRM

ORGANIZES NEW FIRM

Racine, Wis., Nov. 17.—Robert
C. Zastrow, formerly president of
the firm of Zastrow & Burket,
pioneer Dodge dealer, has just organized a new company to be
known as R. C. Zastrow, Inc., with
sales and service headquarters
along Racine's new automobile
row. Zastrow started as a mechanic for the old Winton Motor
Car Company in 1903 and has been
with the trade ever since. Now he
controls the Dodge and Graham
Brothers franchise in Racine.
Other officers of this company are
J. J. Pfeiffer, sales manager and
vice-president; Louis Carolan, secretary and treasurer: Albert Jensen, mechanical director, and R. J.
Cuthbertson, service manager.

CADILLAC GRADUATE
IN CHARGE OF SERVICE
Spokane, Wash., Nov. 17.—
Ahrens & Ahrens, Cadillac distributor, has put C. H. Bendle, a graduate of the Cadillac service school, in charge of Cadillac service and repairs. New tools and shop equipment have been added to the plant to render more efficient service. Flat rate repair charges are also now in effect.

OHIO DEALER FILES

OHIO DEALER FILES
BANKRUPTCY PETITION
New Philadelphia, O., Nov. 17.—
Joe Ress, proprietor of the Ress
Motor Car Company, has just filed
a voluntary petition in bankruptcy
in Federal Court at Cleveland. The petition lists his assets as approximately \$14,800 and his liabilities at \$23,000.

Improvements

IN NEW HOME

Kansas City. Nov. 17.—Archer-Monroe-Shearer Company, Hud-son-Essex dealer, has just moved into the new building it recently completed at 4517-19 Troost Ave. The new home has a fine display room, with private offices and ser vice and repair departments.

LEASES ENTIRE FLOOR

LEASES ENTIRE FLOOR
Des Moines, In., Nov. 17.—The
Hudson-Jones Automobile Company
has taken a lease on the first floor
of a building being constructed at
12th and Walnut Streets and expects to occupy the premises when
the building is completed, about
March 1. The company will also
retain its present location at 1212
Locust St. The new quarters will
give the Hudson dealership a floor
space three times as large as at
present.

OLDSMOBILE DEALER

Ogden, Utah, Nov. 17.—The Maus-Hedges Oldsmobile Company has just been organized here to act as retall dealer for the Olds-mobile car. Offices and showrooms are at 2200 Washington Ave.

FRANKLIN FRANCHISE FOR CONOVER MAPES CO.

FOR CONOVER MAPES CO.

Springfield, O., Nov. 17.—Announcement is made by the Conover Mapes Company, dealer in Studebaker and Marmon cars, that the firm has just been appointed Franklin dealer in this section, Frank A. Reynolds will be in charge of the Franklin sales.

BUTLER TO HANDLE
HUDSON-ESSEX CARS
Hartford, Conn., Nov. 17.—Ben
F. Butler, formerly general manager of the Connecticut Auto Sales
Company, associate dealer in Hudson and Essex, has left that concern which is ratiging from hugcern, which is retiring from business, and has opened a salesroom on his own account at 174 High St., where he will handle Hudson and Essex as a metropolitan dealer of the Harrington Hudson Com-

NEW ORLEANS DEALER
CHANGES NAME
New Orleans, La., Nov. 17.—
Moving into its new home, on St.
Charles Avenue, the Abbott Motor Company has become the
Packard New Orleans Company,
and the name Abbott is absent
from the front of an automobile
dealership for the first time
since 1903. William Leftwich is
president of the, company and
chairman of the board and Ginder Abbott, one of the founders,
is vice-president and director of der Abbott, one of the founders, is vice-president and director of

TROY SALES OPENS
NEW AJAX BRANCH
Los Angeles, Nov. 17.—The Troy
Motor Sales Company has just
opened a separate Ajax sales and
service division at 11th and Flower
Streets in the building formerly Streets, in the building formerly occupied by the Apperson Motor Car Company. The new Ajax division is in charge of LeRoy Spencer, who was formerly manager of the Western Motors Company, in who was formerly manager Western Motors Company San Francisco

NEW FORD DEALER FOR SHABBONA, ILL. Shabbona, Ill., Nov. 17.—J. R. Watson and Cecil Akins have under construction a new garage and sales building and expect to occupy it about January 1. They will handle the Ford car. The two owners come here from Leroy, where they have been engaged in the automotive business for several

SCHOOL PRINCIPAL
MADE CHRYSLER DEALER
Bowling Green, Ky., Nov. 17.
—Haley Finney, principal of the
high school at Auburn, twelve
miles south of here, has been
made Logan county dealer for
Chrysler cars.

CHICAGO FIRM SELLS AUTOS AND RADIOS

Chicago, Nov. 17 .- L. Markle & Co. is combining automobile and radio sales at its branch at 6528 Cottage Grove Ave. The company handles the Rickenbacker. E. H. Wayne has just been appointed manager of the Woodlawn store.

RUCH SELLS INTEREST IN TRENTON FIRM Trenton, N. J., Nov. 17.—Lloyd W. Ruch has just disposed of his W. Ruch has just disposed of his interests in the firm of Balderston-Ruch, Inc., dealers in Chevrolet cars and accessories, with two stores here. Mr. Ruch will continue in the garage business at Calhoun and Wilson Streets, while Mr. Balderston will continue the Chevrolet dealership.

PERSONALS

CLINE GOES TO CLEVELAND

Chicago, Nov. 17 .-Cline, sales manager of the Gabriel Snubber Company and Perfection Heaters in northern Illinois and Indiana, will sever his connection with the Chicago company about December 1 and go to Cleveland, O., as assistant sales manager of the Gabriel Snubber Manufacturing Company of that city. Mr. Cline will be succeeded here by Arthur E. Holm, for the past five years connected with the Sherman Motor Car Corporation.

FILIATRAULT PICKS OIL

Duluth, Minn., Nov. 17 .- Louis Filiatrault, active in automotive activities in Duluth for the past twenty years, and until recently s member of the Duluth Mutual Auto Company sales staff, has en-tered the oil business, having re-ceived a franchise for the distri-bution of the Oak motor oil from the Federal Oil Company of Min-neapolis neapolis.

NELSON IN RACINE POST

Racine, Wis., Nov. 17 .- Floyd E. Nelson, formerly an official of the Yellow Cab companies of Madison and Kenosha, Wis., has just been thosen manager of the Racine Yelow Cab Company.

GWIN AT PACKARD PLANT

Evansville, Ind., Nov. 17.—Berry Cwin, manager of the Ohio Valley Motor Car Company, Packard distributor, is in Detroit vis-iting the Packard plant to make arrangements for shipments of new

TRUEBLOOD NOW CHIEF

Spokane, Wash., Nov. 17.—Harry Trueblood, connected with the Durant organization at Portland recently, has just joined the March-Strickle Company, Inland Empire distributor, as chief of the new eastern Washington and Idaho sales zone

NELSON SALES LEADER

Hartford, Conn., Nov. 17 .-- P. C. Nelson of the sales force of S. A. Miner, Inc., Pierce-Arrow distributor on the Connecticut Boulevard. tops the list in the factory sale:

Fire Losses

SEVEN CARS DESTROYED

Dansville, N. Y., Nov. 17.-Fire destroyed seven automobiles and considerable machinery and equip-ment in the auto parts branch of the Dansville Iron and Metal Com-

Horton Motor Company, headed by J. T. Horton, has taken over the interests of B. S. Aronson and O. R. Browne in the H. & E. Motor Company, and will continue to handle Hudson and Essex cars at the old H. & E. location.

CHANDLER-CLEVELAND AGAIN IN SCHENECTADY

Schenectady, N. Y., Nov. 17.— The Chandler-Cleveland line, has been taken over by the Electric City Auto Exchange, Inc., of 850 State St. M. Friedman is head of the concern, which handles also the Federal-Knight truck and used cars and acts as sub-dealer for cars and acts as sub-dealer for Overland and Willys-Knight cars. The exchange has a new and modern building on Schenectady's auto

DULUTH PAIGE-JEWETT

Minneapolis, Nov. 17 .- The Payne tinue in the garage business at Calhoun and Wilson Streets, while Mr. Balderston will continue the Chevrolet dealership.

HUDSON-ESSEX SALES
IN RALEIGH SHIFTED
Raleigh, N. C., Nov. 17.—The

Minneapolls, Nov. 17.—The Payne Motor Company, distributor of the Palge-Jewett, has just announced that the Oppel-Spice Motor Company, 209 East 1st St., Duluth, has taken over the dealership there, succeeding J. T. Connery, who has gone to Winona, Minn.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

AGENTS

AGENTS AND DEALERS WANTED to take orders for fastest selling gas saving device on market; sold on "no deposit free trial" to Ford, Dodge and Chevrolet car owners; every one is wanting one. Write for particulars. Apex Sub-Carburetor Co., Indianapolis, Ind.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 59 words, and at 5c a word will cost you \$2.50.

- 6 consecutive insertions, the ertion free, will cost \$12.50.
- 12 insertions, the 11th and 12th inser ons being free, will cost \$25.

being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, the dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here; a chance to "cash in" on it. Address Box No. X. Y. Z., Automotive Daily News.

BUSINESS OPPORTUNITIES

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

FOR SALE

FOR SALE

FOR SALE—Garage and authorized Stude-baker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will-other people read yours, if placed in our classified columns.

FOR SALE—Automobile sales and service business; agency for Oakland and Franklin cars; well organized and established and doing good repair business; splendld opportunity. Write R. C. S., care Automotive Dally News.

SALESMEN WANTED

Mich working garage trade for brake re-lining machine, new invention; costs one-fifth other devices; does perfect job in half usual time; sells on demonstration. Big money-making opportunity. Write Bear Mfg. Company, Rock Island, Ills,

TROUBLE LAMPS

WONDERLAMP

Electro Magnetic Trouble Lamp Big money maker for agents and dis-tributors. Every demonstration a sale.

THE WONDERLAMP CO. Fisk Building, New York, N. Y.

ELECTRICAL EQUIPMENT

BATTERY CABLES

For Ford, Chevrolet, Dodge, Bulck, and other cars. BUY FROM YOUR JOBBER CATALOGUE UPON REQUEST 17-23 West 60th St., N. Y. City.

Incorporations

NORTH DAKOTA

Bismarck, N. D. -- Corporation papers have just been filed for the following firms:

Grenora Auto and Machine Company, Grenora, \$25,000; Bennie Hower Clare M. Howe and Soren C. Jensen.

Dacotah Oil Company, Fargo, \$25,000; Edmund M. Houston, Charles D. Bishop, Wade S. Stev-enson, Edward Guyer and Charles Guyer.

What are You Seeking?

We are always on the lookout for live-wire distributors who appreciate advantages and ever increasing profits in handling exclusive distribution of high-grade automotive products known the world over for exceptional merit and quality. Sales and advertising co-operation unsurpassed to distributor who will retaliate with co-operation. An opportunity to the right man to opid an increasingly, profitable and substantial business. All negotiations confidential.

Rusiness Extension Department.

Business Extension Department, 650 N. Meridian, Indianapolis, Ind.

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